

# LIFE

*Tenth  
Anniversary  
Issue*



1936-1946

NOVEMBER 25, 1946

15

CENTS

YEARLY SUBSCRIPTION \$5.50



# new Parker "51" *Magic wand* Desk Sets . . .

● Here, truly, are gifts of distinction . . . different in style, design, performance. The pens are Parker 51's—famed for their ability to *write dry with wet ink!* And matching their new desk-styling is a holder of exclusive pattern. Held to the base by unfailing magnetic attraction, it pivots freely—stays poised for instant action. Its "scoop" shape makes placing of the pen easy and certain.

Like Parker "51" pens, Parker "51" Magic Wand Desk Sets cannot be hurriedly turned out. Your dealer's supply is, of necessity, limited.

Make your choice among thirty modern designs. There are colorful ceramics for the home—metals and rich plastics for the office. Single and double sets. \$15.00 and up. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.



*It's magnetic!*

No hinges or other friction fittings to fail or wear. Instead, a glistening metal sphere at the bottom of the holder rests in a dimple of hardened steel and is securely held there by a concealed, new-type, permanent magnet—the Alnico V. It's a new Parker exclusive!



*New "Scoop" holder* makes it easy for you to replace the "51" pen—even with your eyes shut! Notice the scientifically designed, flared opening. The smart lines of this special holder blend perfectly with the tapered beauty of the new desk-styled Parker "51". L. Moholy-Nagy, Robert and Miriam Gruen, and Laurier Carriere are the noted designers of the modern bases.



*Swing high—swing low!*

Here is the most versatile desk set ever created. The pen may be placed at any

angle—from horizontal to vertical—and rotated through a full 360°. A touch of the finger will poise it for action in just the position that suits you best.







## *Good Listening . . .* BING CROSBY AND A PHILCO

Every Wednesday night, Philco brings you Bing Crosby on "Philco Radio Time," his one and only radio show. A Philco radio-phonograph with the patented

Dynamic Reproducer and other exclusive achievements of Philco research brings you his glorious records as well as his program at their best.

For good listening, enjoy America's greatest singing personality on a Philco.

# PHILCO

*Famous for Quality the World Over*

Illustrated is Bing Crosby listening to a Philco 1213 Chippendale Radio-Phonograph, now on display at Philco dealers



# No Matter What Hand Cream or Lotion You've Ever Tried...

*Just wait until you use*  
**Sofskin!**



A thrilling invitation to love and romance lingers in the touch of soft, smooth and white "Sofskin" hands.

## Beauty Experts Tell the Secret of Softer, Smoother, Lovelier Hands

**H**ANDS that are lovelier to look at... to touch... to hold, may be yours... now! Just do what so many leading beauty experts recommend.

Give your hands this special beauty massage with rich, creamy Sofskin. So simple, so quick... yet so wonderfully effective. Start at the cuticle around the nails... then down along the fingers... over the knuckles... on back of hands... on palms and wrists.

Then, a transformation... made excitingly possible because Sofskin has a special mollescent action. It works right into the surface skin where it conditions and beautifies.

After your very first Sofskin beauty massage—



**FEEL** how much smoother and softer your hands are... not greasy, not sticky!



*SEE how much whiter and more youthful looking they are!*

**NOTICE** the satiny smoothness and pliancy of the cuticle around your nails.

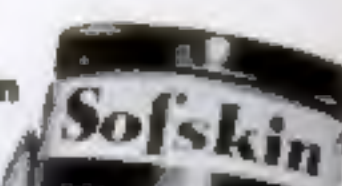
Go to your favorite drug or cosmetic counter and get a jar of Sofskin... this very day!



**Cream 3 to 1 Favorite**

In a nationwide poll we asked 51,170 beauticians, "What do you recommend for the proper care of the hands?" The answer was... cream... 3 to 1! And among all hand creams, Sofskin was the outstanding favorite! You'll understand the reason for this preference when you see what Sofskin does for your hands.

No Matter What  
Hand Cream or Lotion  
You've Ever Tried



*Just wait until you use*  
**Sofskin!**

*Come for Lovelier  
Hands and Skin*



# Free... TO NEW MEMBERS OF THE BOOK-OF-THE-MONTH CLUB

*your choice of any one of these*

## Beautiful Library Sets



### This Beautifully Illustrated Edition of Andersen's & Grimm's Fairy Tales

IN TWO SEPARATE VOLUMES • BOXED  
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These are the stories, folklore and fancy, that were always there as long as we can remember. The many beautiful water colors, and fanciful line drawings in these two volumes are indeed magic casements that open straight out into fairyland.



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With all the famous Tenniel illustrations, for the first time, in full color.  
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The enchanting masterpieces of Lewis Carroll, with nearly 100 of the famous TENNIEL drawings.



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By SIGRID UNSET  
IN THREE SEPARATE VOLUMES • BOXED  
Retail Price \$7.00

A great historical novel which won for its author the Nobel Prize for Literature and which seems to be the most deeply enjoyed of all the books distributed by the Club in twenty years.

### My Friend Flicka and Thunderhead

By MARY O'HARA  
Illustrated by John Stewart Curry  
Retail Price \$5.00

This charming story, and its sequel, of a sensitive boy and his love for his very own colt will be loved by all the family, both young and old alike.



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**YOU** do not pay any yearly subscription fee as a member of the Book-of-the-Month Club. You simply pay for the particular books you decide to take, and you may take as few as four books-of-the-month in any twelve-month period. The Club's judges are sure to choose at least four books each year you will be anxious not to miss.

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Thus, you keep yourself unusually well-informed about all the new books, you get only those you want, you often pay less for them, and—on top of that—on the average you get at least 50% more books for the money you spend than you otherwise would. (Prices are slightly higher in Canada.)

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This One



9T9P-YSK-YDJL





eyes are on Kayser  
Fit-All\* Heels

...FOR GOOD AND FITTING REASONS!

The pucker makes it perfect . . .  
just a tiny one under the heel  
that stretches out when on.  
Yes, it's original with Kayser!

\*Patent Pending



**KAYSER** HOSIERY • UNDERTHINGS • GLOVES • LINGERIE

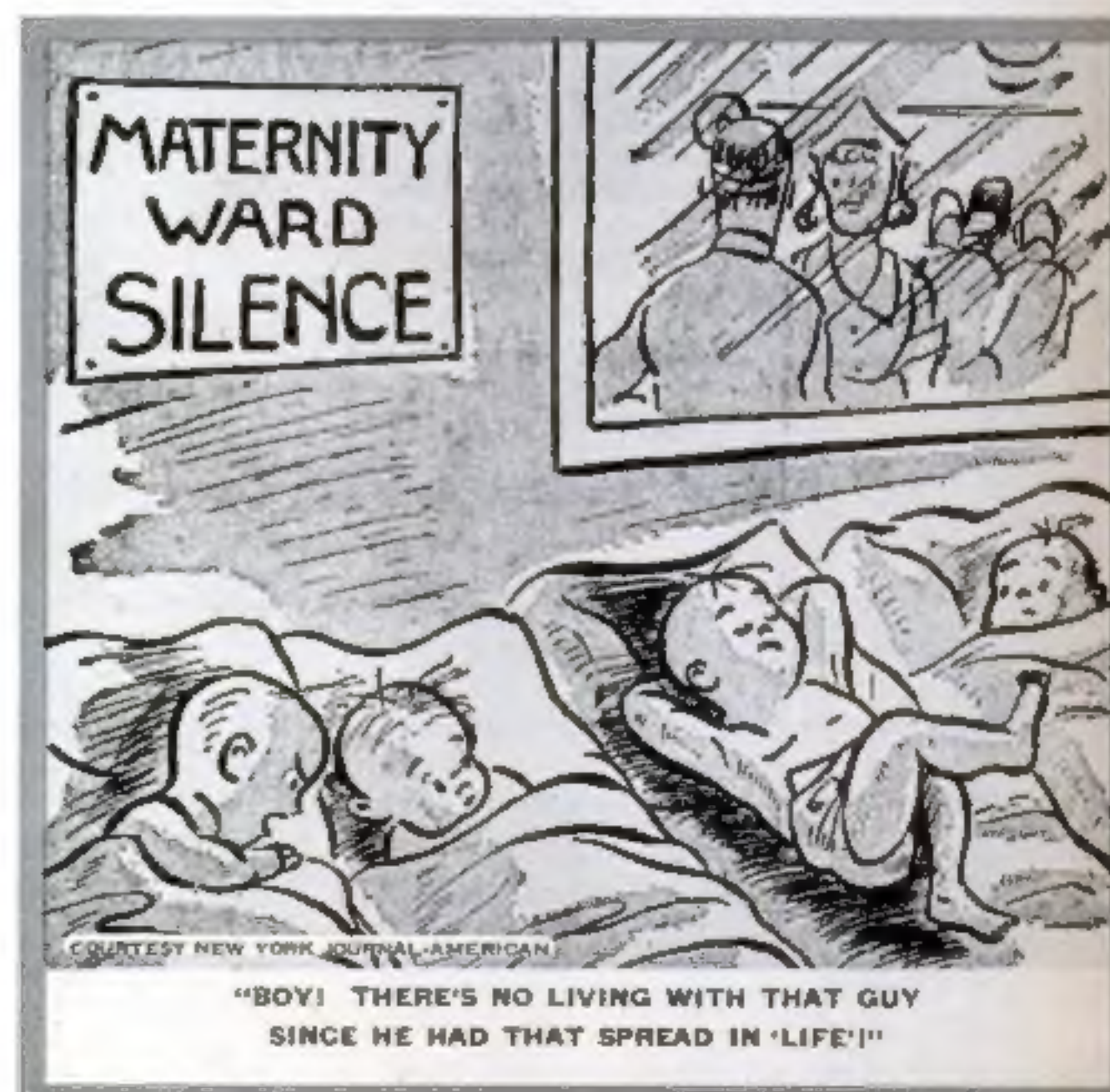
# KIDDING "LIFE"

CARTOONISTS HAVE RIBBED IT FOR A DECADE

To millions of startled Americans in 1936, Life's concept of pictorial journalism was astonishing and welcome. To U.S. cartoonists Life presented a brand-new subject for their ribbing. Gleeefully they made fun of Life's subjects, methods and over-all effects. In 10 years the enthusiasm for making fun of Life has not wavered. On this and the following pages Life prints some of the funniest cartoons about itself.



**NEW PHENOMENON** of a magazine whose contents were supposed to be more looked at than read inspired this 1938 cartoon. The chart on wall reflects Life's circulation jump to nearly 2,000,000 after year and a half of publication.



**PROUD BABY** was drawn by a New York newspaper cartoonist a few weeks after Life ran its celebrated story on "The Birth of a Baby" (see p. 11). A great rash of cartoons much like this one promptly broke out all over the country.

CONTINUED ON PAGE 5

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# You'll probably say I'm crazy —and I am!

I'm crazy about my new Royal typewriter! If I had to go back again to an *ordinary* typewriter, I bet I'd lose my head completely!

Think I exaggerate? Then . . . you just try the wonderful new Royal! It's so convenient and easy to operate, and does such marvelous work, that it puts older typewriters right back in the horse-and-buggy era!

Even if you doubt my word, you *can't* doubt this . . . impartial surveys prove that girls who type prefer Royals 2 to 1!

Here's why . . . and no wonder!



**1** Time- and trouble-saver: that's Royal's "Magic" Margin for you! Just slide the carriage to any position you want, flick the "Magic" Margin lever with a finger, and there you are with margin set! No more clumsy fumbling with hard-to-find margin stops!



**2** After-work freshness—thanks to Royal's "Touch Control," a wonder-working mechanism that regulates key tension perfectly—lets the type-bars whirr in the *fastest* possible rhythm permitted by *your own personal touch*! Plus, of course, the sm-o-oth operation you get from Royal construction!



**3** Relief from fuss and paper trouble—through Royal's Automatic Paper Lock. Rollers strike paper *below* final position, then roll *upward*—*smoothing it out* firmly against the cylinder. Then the paper's *locked in place*! You get better impressions, finer copies, clear stencil-cutting! *Easier* erasures, too!



**4** In fact, *everything's easier*—on your Royal! Ribbon-changing and type-cleaning are cinches. Royal's Time-Saver Top is hinged on—lifts easily to expose the "works." Royal's design is the sturdiest and most convenient that engineering science has produced. That's why Royals *look better, last longer, save maintenance cost*. For increased efficiency, stepped-up output—call your Royal representative *today*!

## ROYAL—World's No.1 Typewriter

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.





## How to fight a COLD

Here are 5 basic steps advised by doctors, in addition to any temporary relief measures, to help your system *throw off a cold*. See how lemons help:

5 BASIC STEPS ADVISED BY PHYSICIANS	LEMONS HELP WITH ALL 5
<b>1</b> Get plenty of rest; overcome fatigue; build resistance.	Lemons are among the richest known sources of vitamin C, which combats fatigue and fights infection.
<b>2</b> Alkalinize your system.	Lemon juice with water and baking soda forms sodium citrate, an excellent alkalinizer.
<b>3</b> Insure regular elimination.	Lemon juice and water, with or without soda, is mildly laxative for most people.
<b>4</b> Eat lightly. Take plenty of liquids, especially citrus juices.	Fresh lemon drinks are favorites.
<b>5</b> Keep warm; avoid further chill. If cold persists, see your doctor.	Hot lemonade is almost universally prescribed.

### GET FULL BENEFITS FROM LEMONS — FOLLOW THIS ROUTINE

At first sign of a cold drink a glass of lemon and soda. Take another every 3 or 4 hours.

To induce perspiration, take a hot lemonade when you go to bed.

Lemon and soda forms natural sodium citrate. Supplies vitamins and all other benefits of fresh lemon juice, plus an increased alkalinizing effect. Consumed at once, soda does not appreciably reduce vitamin content.

To avoid colds build your resistance! Join the millions who now drink lemon and water daily. Juice of 1 lemon in glass of plain water, *first thing on arising*.



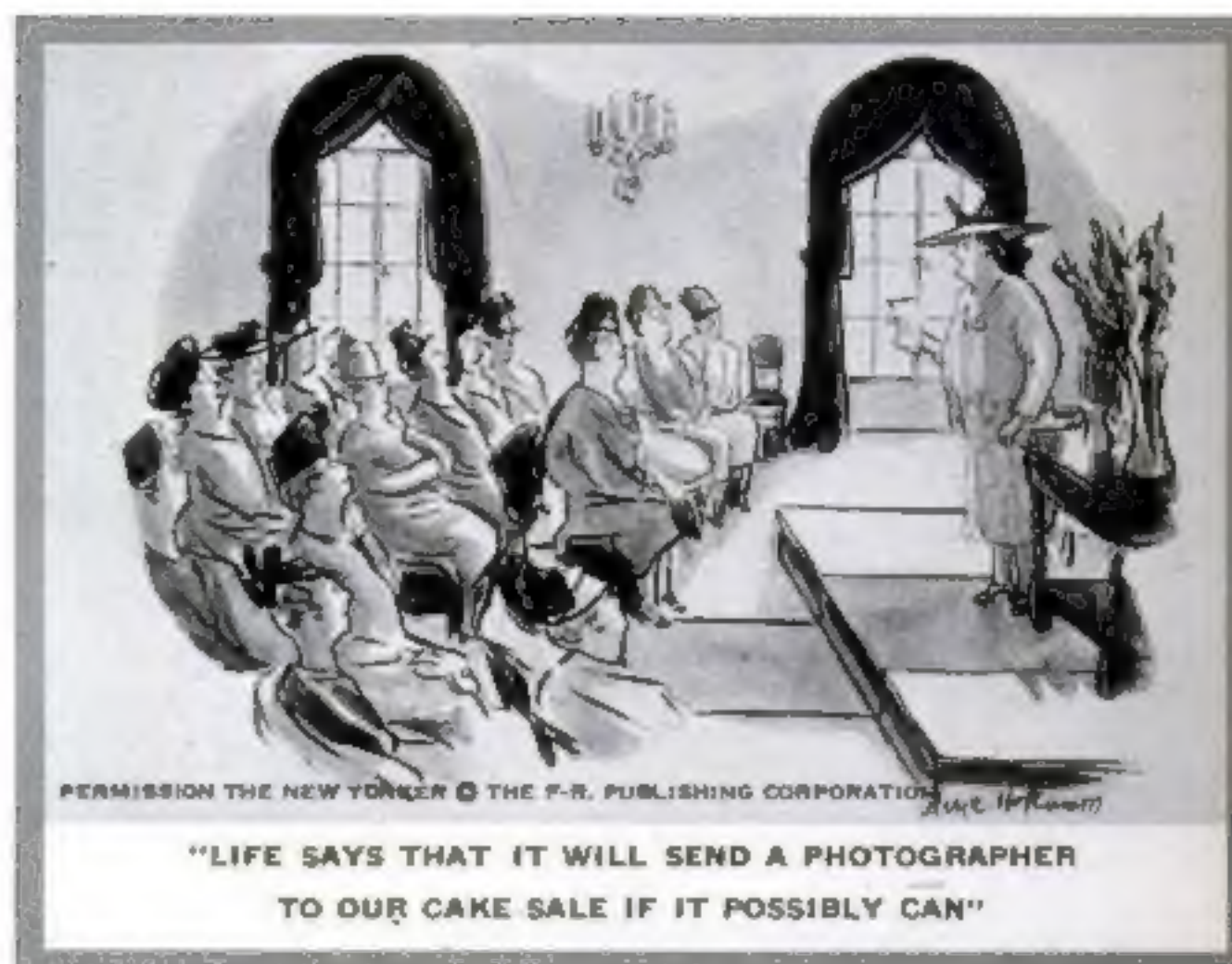
To make lemon & soda pour juice of 1 lemon in a half glass of water. Add — slowly — half teaspoon baking soda (bicarbonate). Drink as foaming quiets.

WHEN YOU TAKE COLD  
TAKE LEMONS



California  
Sunkist  
Lemons

## CARTOONS CONTINUED



GOING TO PARTIES had by 1939, when this Helen Hokinson cartoon appeared, taken LIFE to colleges, prisons, barns but never to a cake sale. Prompted by the cartoon, LIFE presently ran a story on Washington, D.C. cake sale.




MEDICAL STORIES describing doctors' and surgeons' work have brought widespread praise from both the profession and readers, but LIFE never received quite the recognition suggested in this 1941 cartoon, drawn by Murray.



WAR PHOTOGRAPHS pre-empted the pages of LIFE for half the decade. One of the greatest, showing an explosion on Iwo Jima, appeared on April 9, 1945 cover. It brought forth this blasé comment by cartoonist H. T. Webster.

CONTINUED ON PAGE 5





## Men who play cards agree...

### IN POKER—

chances of improving this hand  
are better if you draw to the pair  
instead of to the 4-card flush.

### IN GIN RUMMY—

if you deal yourself a hand  
like this it is usually wise to  
knock at once.

### IN CRIBBAGE—

holding this hand, the dealer  
should lay away the 7  
and 8 in the crib.

## BICYCLE is the Cardplayer's Card





The Shirt with  
the Collar that...



*Looks Better  
because  
it Fits Better!*

*It's here—an entirely new kind of shirt... with a wonderful new kind of collar. New, exclusive Reliance Ensenada design brings you extra comfort, extra smartness... in collar, in shoulders, in body... a new Ensenada from collar to tail. Fine fabrics... patterns, whites, and soft solid tones. Choice of collar styles, many Celanese lined for lasting wrinkle freedom without starching. Truly the shirt of tomorrow—so new quantities are necessarily limited, but more are on the way. Priced to prove to you fine shirts need not be expensive!*

**Reliance**  
**ENSENADA**

for Men and Boys

Reliance Manufacturing Co., 212 W. Monroe St., Chicago 6 • 200 Fifth Ave., New York 10

# CARTOONS CONTINUED



CHARLES D. PEARSON

"NOT YET! WAIT UNTIL THE LIFE PHOTOGRAPHER IS READY!"

**WAR PHOTOGRAPHERS** were gently ribbed by Charles Pearson in *Yank* during the Philippines campaign. Struggling cameraman in foreground is *LIFE* Photographer W. Eugene Smith, who was later badly wounded on Okinawa.



"THIS OPERATION PAID FOR ITSELF—  
I SOLD THE PICTORIAL RIGHTS TO LIFE."

**PRIVATE LIVES** of plain and fancy citizens all over the world have always been and will continue to be of considerable interest to *LIFE*. This imaginative gag by Abner Dean, which appeared in 1939, was prompted by no specific story.

CONTINUED ON PAGE 11





**Change here for a cleaner motor all winter**

Long "cold starts" are motor murder! Winter has formerly meant 90% of motor wear. But now you can have a *clean* motor — free from carbon, sludge and varnish.

So it starts more easily, runs more smoothly. For real protection this winter change to New and Improved Havoline *now* — it **CLEANS AS IT LUBRICATES**.



**TEXACO DEALERS**

*where you get...*



SKY CHIEF  
GASOLINE



FIRE-CHIEF  
GASOLINE



HAVOLINE AND TEXACO  
MOTOR OILS



MARFAK  
LUBRICATION



THE  
TEXAS  
COMPANY

Tune in: TEXACO STAR THEATRE presents the new Eddie Bracken show every Sunday night. METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspapers for time and stations.



*Precision made...*



50¢

**CORRECT DESIGN** is the secret back of the amazing cleansing power of Dr. West's Miracle-Tuft. The brush head is curved two ways so you can reach every surface of every tooth—inside, outside and in between. Millions have discovered that no other toothbrush can do this job so thoroughly. Sealed in glass for extra protection and guaranteed for a year, one brushing will convince you that Dr. West's Miracle-Tuft is the toothbrush for you. Get one or two today!





# AN ADULT IS BORN

The most controversial story LIFE ever ran was "The Birth of a Baby," which appeared in the April 11, 1938 issue. Based on a movie, the story traced the growth of a child through pregnancy and actual childbirth. The publication aroused a furious storm of praise and protest, and got LIFE banned from newsstands in nine big cities. It also inspired *The New Yorker*, two weeks later, to publish a parody called "The Birth of an Adult," which is reproduced on this and the next page. *The New Yorker's* mocking story was drawn by Rea Irvin and written by E. B. White. In these scenes from an apocryphal educational film, White and Irvin portrayed "The waning phenomenon of adulthood." To accomplish this they traced the cerebral development of a droopy-looking 18-year-old boy from the time he complained of a peculiar lassitude, through the painful process of cerebration, right up to the triumphant moment when full-blown adulthood sets in.

"I don't know why we went to the trouble," muses White today, looking back at his story, "except that it seemed a good idea at the time."



From its title on, *The Birth of an Adult* is presented with no particular regard for good taste. The editors feel that adults are so rare, no question of taste is involved.



John Bipple, at eighteen, is troubled because he experiences lassitude when looking at candid photography and listening to radio sketches. He wonders if anything is the matter.



His father, Mr. Bipple (centre) explains cerebration to his young son. Bipple's old Uncle Hilary listens, too, never having heard of this natural process.



Anxiously asking "Does it hurt to grow up and have consecutive thoughts, Dad?" young John admits that he feels sick in the early mornings. His father reassures him.



John calls on Dr. Campbell, who measures his frontal bone and explains what happens when one thought unites with another thought to form what is called "consecutive thought."



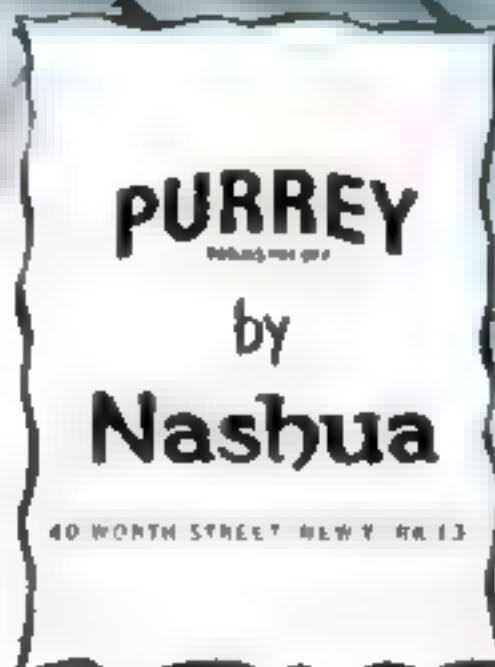
The Doctor tells John he is about to become an adult. He says he can continue to take short car rides, but not to look at any more pictures, no matter what angle they are taken from.

REA IRVIN, PERMISSION THE NEW YORKER © THE F.R. PUBLISHING CORPORATION

CONTINUED ON NEXT PAGE



The wonderful PURREY is designed to do the "impossible"! ... to give you restful lightness in a blanket actually warmer (by tests) than many costing up to twice as much! ... to give you the finest colors of any blanket made. It took a new invention to do this ... a happy combination of 88% fine rayon with only 12% wool. See it today ... and remember: It comes in a luxurious 90-inch, extra thick length with wide matching rayon satin binding. Plus a guarantee for 5 years against moth damage!



Indian Head Cotton • Indian Maiden Combed Pique Sheets  
Dwight Anchor Sheets • Welwyn Virgin Wool Blankets  
Pursey Rayon Blankets, invented at the Nashua Mfg. Co.,  
Nashua, N. H. are protected by U.S. Patent No. 2,208,533



# The best brushes have DU PONT NYLON BRISTLES



## The gift that says "You're beautiful!"

One thing is sure—if the lady of your heart does not have a nylon-bristled brush, she wishes she did! These clean, long-lasting nylon bristles bring life to lovely hair. The back and handle of gleaming "Lucite"\* will mirror the sparkle in her eyes. (For men too—there's a wide choice of nylon-bristled brushes.) Be sure the name *nylon* is stamped on brush or package. At brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 6211, Arlington, N. J.

\*Du Pont's trademark for its acrylic resin.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

## CARTOONS CONTINUED



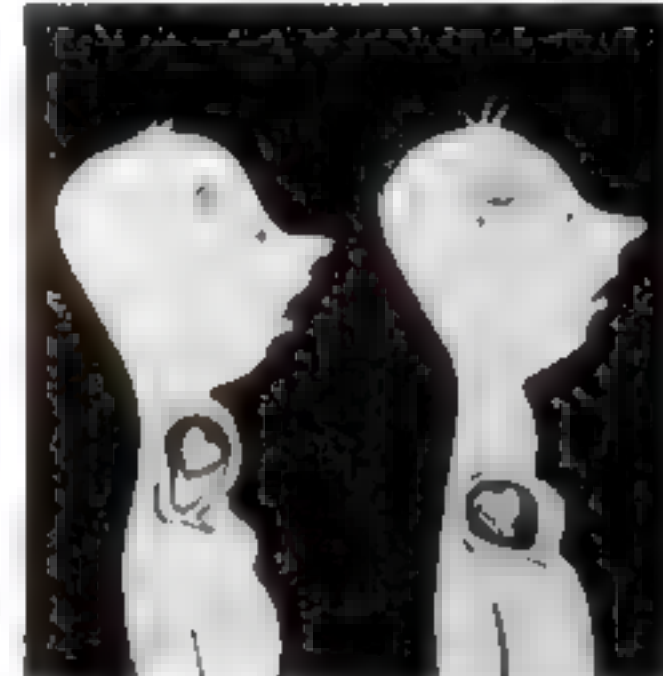
Dr. Campbell takes a sample of John's blood. "There is no vermouth in this specimen," he states. "It is important that a boy's general health be good if he is to become an adult."



"Will my head get any bigger, Doctor?" John asks after six months. "I shouldn't be surprised," Dr. Campbell answers. He gives John an ordinary catcher's mask to wear for support.



After a blood-pressure test, the Doctor discovers a copy of the *New Republic* in John's pocket. He lets him have it, but advises him to let nothing touch his forehead except cotton.



"When cerebation occurs," explains Dr. Campbell, "the heart is in the throat. . . . By the eighteenth year thought begins to find its way upward . . . the walls of the mind bend downward and outward, and broadly speaking it's anybody's ball game."



"But although it may hurt a little, in the long run it will feel good to be an adult. . . . When once the thought drops lower, you will find that your breathing becomes easier, and you can subscribe to fewer magazines."



The newborn adult is still attached by a cord to the *Readers Digest* and the *Book of the Month Club*. Dr. Campbell cuts the cord, and the adult shows the first sign of life by digesting his own material.



Drops of a one-per-cent solution of rye whiskey are put into the adult's mouth, just in case. Unfortunately, nobody can predict what will happen to a thought while it is passing through a man's head.



Some six years later, John has fully recovered from the first pains of adulthood, and seeks out a female adult companion. They embrace just as though they hadn't a thought in their head.

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"The lips of a Strange Woman drip honey, and her mouth is smoother than silk. But her fate is bitter as wormwood...sharp as a two-edged sword"



The story of Jenny Hager

whose beauty was as strong

as sin...and twice as deadly

From the vibrant pen of

BEN AMES WILLIAMS

who also gave you

Leave Her to Heaven

LEAVE  
HER TO  
HEAVEN

HUNT STROMBERG  
presents

HEDY LAMARR

*"The Strange Woman"*

co-starring  
GEORGE SANDERS • LOUIS HAYWARD

with  
MILLARY BROOKE • GENE LOCKHART • JUNE STOREY • RUTH WILLIAMS  
Produced by JACK CHERTOK • Directed by EDGAR ULMER • Screenplay by HEND MEADOW  
Based on the novel "The Strange Woman" by BEN AMES WILLIAMS

A Hunt Stromberg Production

Released Thru United Artists

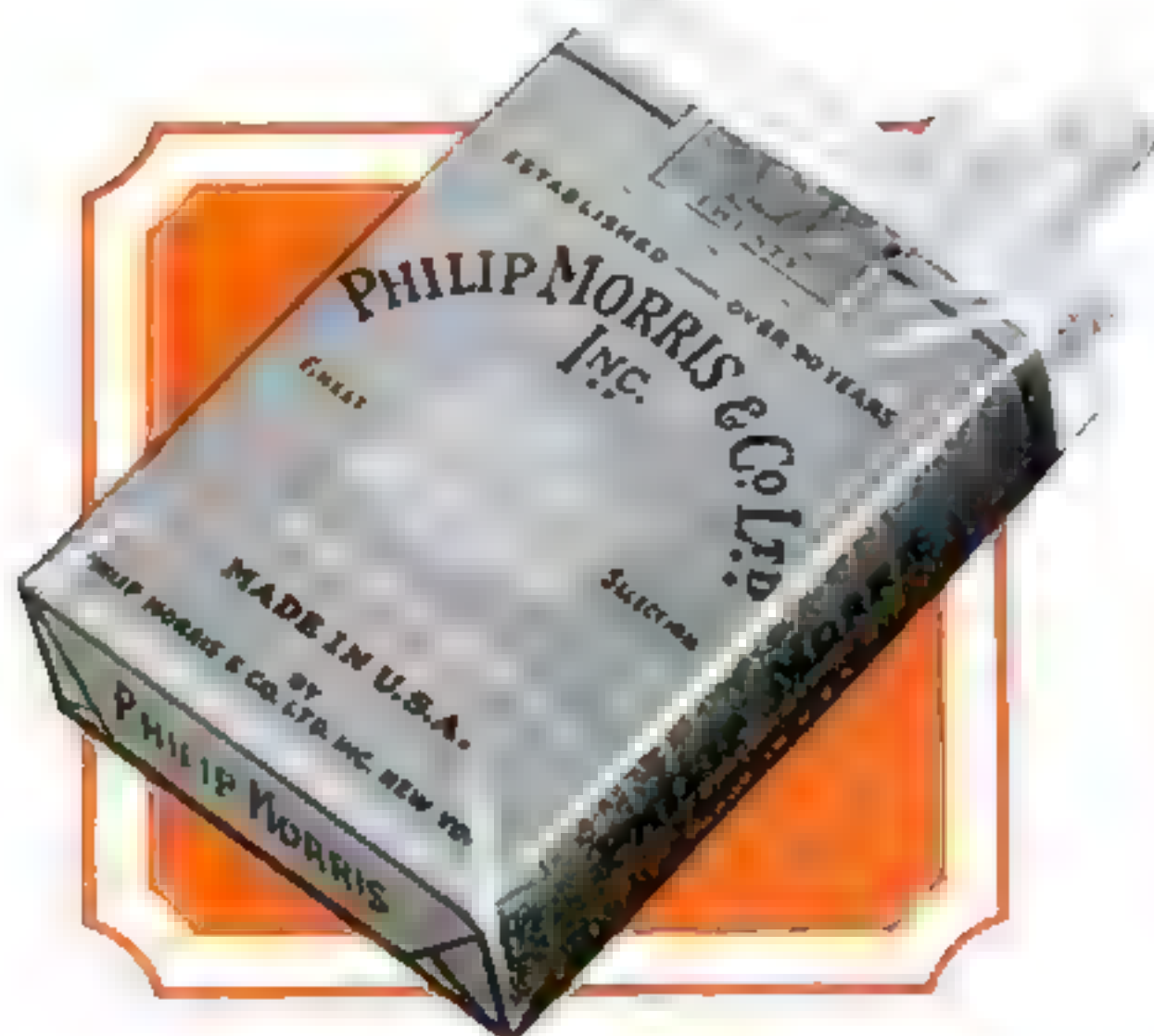


# Your Taste Will Tell

they're **CLEAN** . . .

they're **FRESH** . . .

they're **PURE** . . .



because **PHILIP MORRIS**  
tobaccos are

## PASTEURIZED!

From the first PHILIP MORRIS you smoke in the morning to the last one at night, there's one thing you're bound to notice about PHILIP MORRIS—they taste better . . . so much milder, smoother to smoke. And here's why . . .

**1. PHILIP MORRIS tobaccos are pasteurized for your protection . . . to give you a smoke that's always CLEAN, FRESH, PURE.**

**2. PHILIP MORRIS tobaccos are Thermo-ized for better taste.** This process, similar to the modern pressure cooker, *seals the natural flavor of the world's finest tobaccos right into the blend.* Yes, the flavor's ALL yours—because it's sealed into every PHILIP MORRIS you smoke!

Aren't these facts worth acting on—next time you buy cigarettes?

CALL FOR  
**PHILIP MORRIS**

ALWAYS BETTER . . . BETTER ALL WAYS

Pasteurized for Your Protection . . . Thermo-ized for Better Taste

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## LIFE

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Nancy Maloney of Long Island, shown on cover holding first issue of LIFE, is one of the most successful younger Powers models.

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Los Angeles: Sidney L. James, Corres-  
pondents: Washington: Jack Beardwood,  
Francis Levison, Gene Farmer, Raymond  
Moorer, David Neubauer, Milton Orshel-  
sky, Elizabeth Watkins, Chicago: Hugh  
Moffett, Don Morris, Irene Sayot, George  
Tuckman, Los Angeles: Bart Sheridan, Roy  
Craft, Anne Crocker, Helen Morgan Elliott,  
Claude Stanush, Richard Wilkes, Atlanta:  
Wm. S. Howland, Boston: Jeff Wylie, David  
Zetlin, Denver: Barron Beshoar, Detroit:  
Fred Collins, San Antonio: Holland Mc-  
Combs, San Francisco: Fritz Goodwin,  
Martin O'Neill, Seattle: Sidney Copeland.

FOREIGN: Charles Christian Wertenbaker  
(Chief of Correspondents), Fillmore Cal-  
houn, Eleanor Welch, Bureau Heads—Berlin:  
John Scott, Cairo: Harry Zinder, London:  
John Osborne, Mexico City: W. W. John-  
son, Moscow: Craig Thompson, Pacific:  
Robert Sherrod, Rio de Janeiro: Donald  
Newton, Shanghai: Wm. P. Gray, Corres-  
pondents—Berlin: Lewis F. Gittler, London:  
John W. Boyie, Monica Owen, Eleanor  
Ragdale, Elisabeth Reeve, Paris: Elmer  
Lower, Barbara O'Connor, Rosemarie Red-  
lich.

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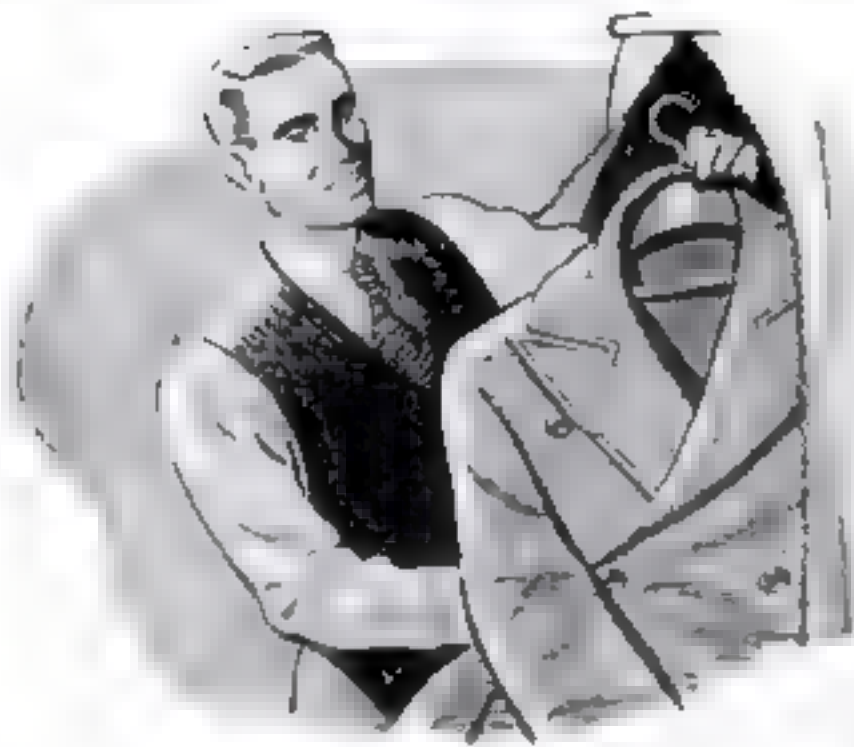
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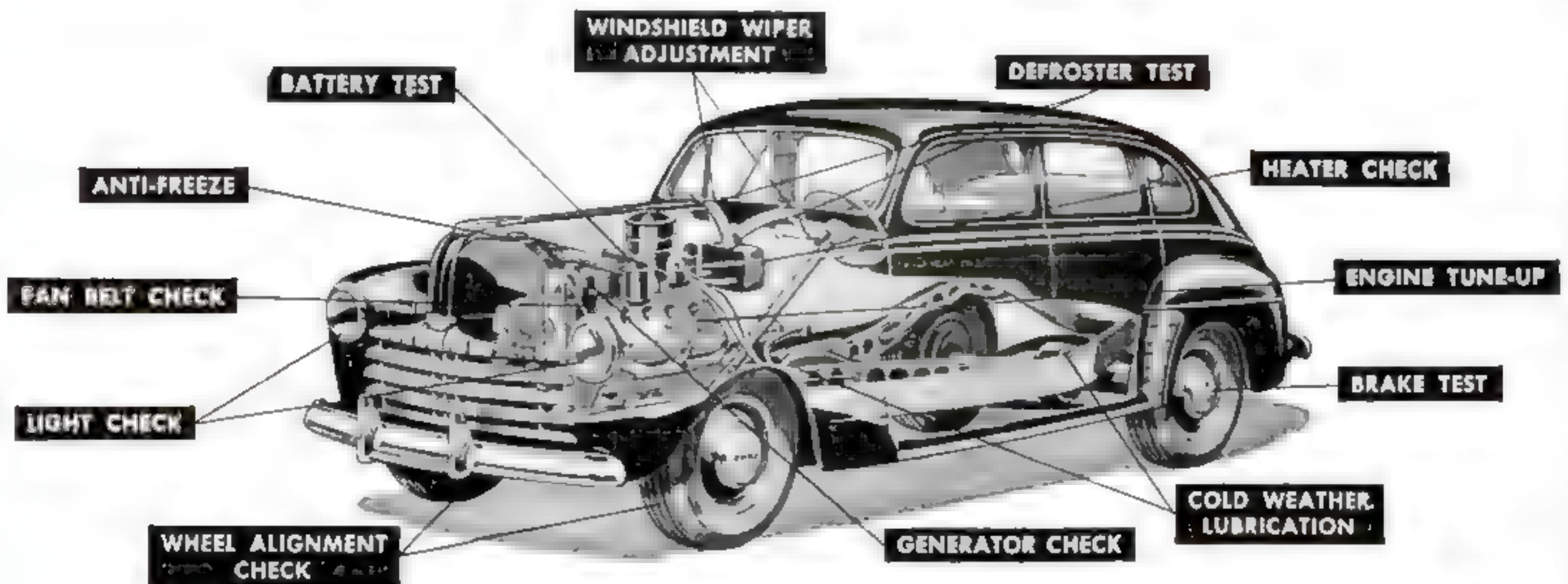


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## LETTERS TO THE EDITORS

### TENTH ANNIVERSARY

Sirs:

Browsing over my old magazines recently, I came across Vol. 1, No. 1 of LIFE, dated Nov. 23, 1936. I realized that this is your tenth anniversary. Undoubtedly you will publish an anniversary issue, and I think it would be interesting to give an account of the persons you featured 10 years ago. I remember one picture of a child being born. Whatever happened to the child? And what happened to the six towns around Fort Peck, Mont., which you called "Franklin Roosevelt's Wild West Towns"?

NORMAN R. PETERSON

Seattle, Wash.

• Reader Peterson will find the answers to all his questions in this issue.—ED.

Sirs:

Being in the paper business, I am naturally interested in good printing, especially in publications like yours,



which publish the news almost as soon as a daily paper. For this reason I was prompted to start saving copies of LIFE with the intention of having them bound. I now have every copy.

The magazines weigh 455 pounds to date, divided as follows in weights per year:

1936-37	50 lb.	1943	48 lb.
1938	46 lb.	1944	42 lb.
1939	30 lb.	1945	41 lb.
1940	48 lb.	1946	45 lb.
1941	51 lb.	(of course short	
1942	54 lb.	six issues)	

FRED H. GRIFFITH

Phoenix, Ariz.

### PEKINGESE

Sirs:

I'm sick and tired of people ridiculing Pekingese. I'm an 11-year-old boy and I have a Pekingese. He's a real pal. The only reason we feed him horse meat is because we can't find any other kind of meat. In Letters to the Editors (LIFE, Nov. 4), Carl Siefkas said he was for forking into a

## PROVED! 3 OUT OF 4 MEN CAN NOW GET SMOOTHER, MORE COMFORTABLE SHAVES!

No matter how you've shaved before, it has been *proved* you can now get smoother, more comfortable shaves the Palmolive Brushless Way!

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"Beards easier to cut," said 79%! "Less razor pull," said 75%! "Closer shaves," said 69%! "Smoother feeling skin," said 82%!

Here's all you do: 1. Wash your face with soap and water. Rinse! 2. Soap face again. Do not rinse! 3. Apply Palmolive Brushless immediately, smoothing it upward into your beard. *This way, you get the full benefit of Palmolive Brushless' beard-conditioning effect!* Then shave.

Remember! 1,297 men have *proved* the new, different Palmolive Brushless Way makes beards easier to cut—gives smoother, more comfortable shaves to 3 out of 4 men.

tested! Now you try it, too! See if you don't get the smoother, closer, more comfortable shaves you've ever had!



## When you give a lighter... Give RONSON LIGHTER ACCESSORIES

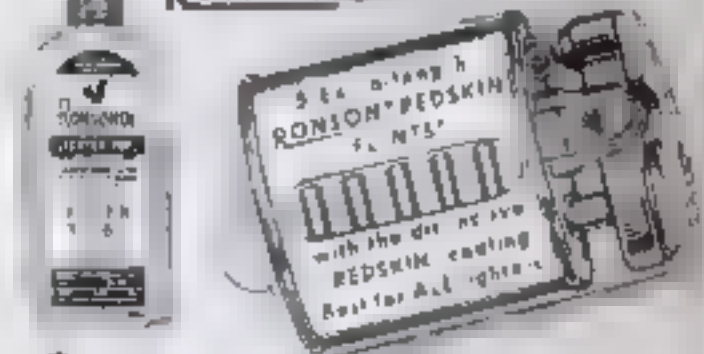
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CONTINUED ON PAGE 18



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n the north  
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Centuries ago  
an inland sea  
grain Th

Nebraska

1024 Pages including maps,  
charts and tables  
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figures  
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## THE RISE OF THE UNITED STATES BY ARTHUR M. SCHLESINGER, SR.

### 1. Under the English Flag

The land now comprehended within the United States once belonged to Spain, France, England, Holland and Sweden. Spain, colonizing from Mexico in the sixteenth and seventeenth centuries, ex-

### The Forty-eight States

Origin of state name  
ALABAMA from "Aubama," an Indian Mus-  
shogean tribe  
ARIZONA from "Arida-Zona" meaning "dry  
area"

### Marriage Laws as of Jan Source U. S. Department

State	Legal min marriage age	Common law marriage void
Alabama	17	Y
Arizona	17	N
Arkansas	17	N

### GOLF

It may be that golf originated in Hol-  
land—historians believe it did—but cer-  
tainly Scotland fostered the game and is  
famous for it. In fact, in 1467 the Scottish  
Parliament made golf a national game.

### American Bowling Congress Records

Year	Score
1928	3234
1927	1186
1923	1415
1916	544
1910	724
1907	80

### The Atom Today and Tomorrow By William L. Laurence

The uranium atom was actually split for the first time in 1934 by French scientists. That time an unknown young physicist at the University of Paris, as we know it, had discovered the atom.

### Strategical Summary of World War II

By George Fielding Elliot

### A. THE OBJECTIVES AND STRATEGY OF THE GERMAN HIGH COMMAND.

The objective of Adolf Hitler's German High Command was the complete domination of Europe, East and North Africa, and the road to Constantinople.

### The United Nations

By Harold A. Stassen

THE FIRST YEAR of the United Nations as a postwar continuing organization is marked by two major manifestations. The first was numerous manifestations of the No. 1 postwar question—the relations between Russia and the United States.

### FOOTBALL

The pastime of kicking a ball around goes back beyond the limits of recorded history. Ancient savage tribes played football of a primitive kind. There was a ball-kicking game played by Athenians and Spartans and Corinthians 2500 years ago.

# "INFORMATION PLEASE" ALMANAC

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Golenpaul Associates decided it could be done. This is that book—complete, authoritative—indexed for easy fact-finding—and printed in clear-vision type on quality paper.

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You need this book because it contains everything you look for or want to "look up" in an ordinary almanac—and so much more besides! All the material is authenticated by outstanding authorities—well-planned and well-written. The index is a masterpiece of cross-referencing and organization. The map section is a miniature atlas in itself. Many of the charts and tables contain material never before assembled in one place. A travel guide covering the entire world—a feature never before included in any book. This book is unique—it can be read and enjoyed 365 days of the year—it will never be a "dead book" on your bookshelf.

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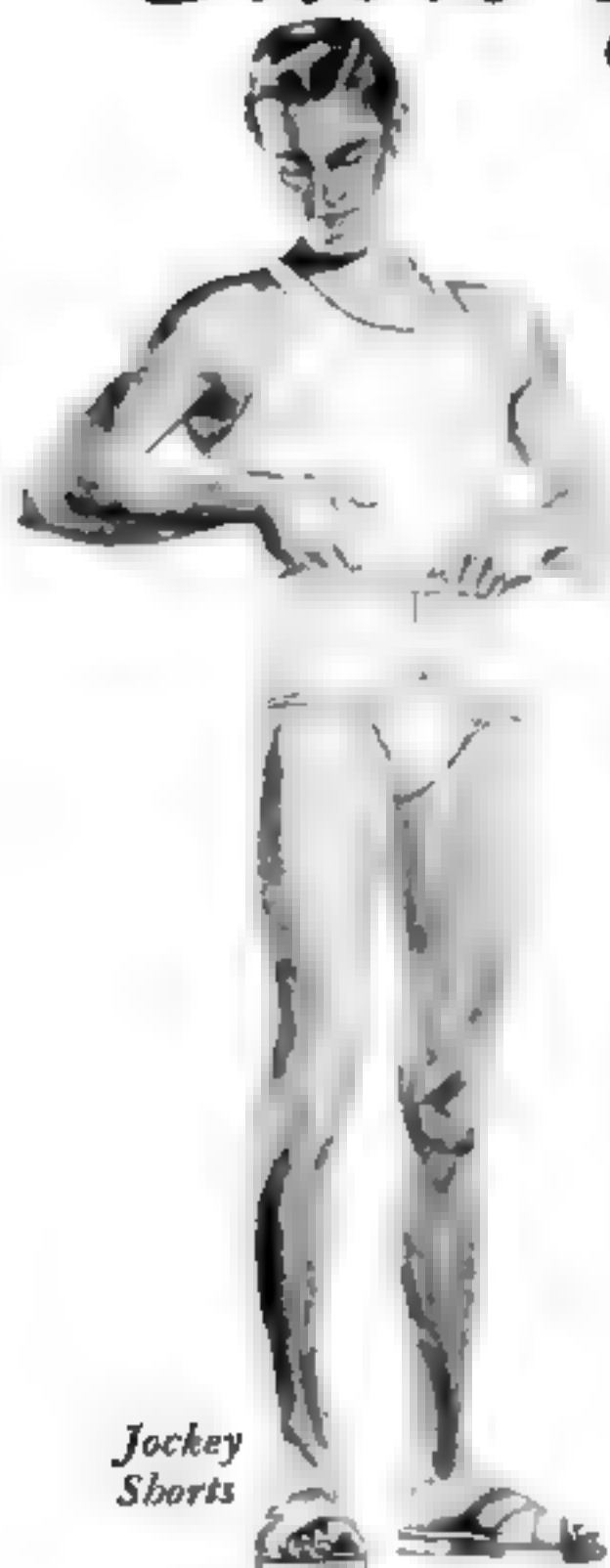
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# Basketball...the Favorite Sport of Millions



# Jockey...the Favorite Short of Millions



90,000,000 people see this tremendously popular winter indoor sport in a peak season. Basketball has more players than any other comparative or combative sport—about 20,000,000 throughout the world—according to the Encyclopedia of Sports by Frank G. Menke.

Millions of Jockey fans at home and abroad wear the internationally known underwear favorite that ended "squirming." The patented Y-Front construction of Jockey is the reason why men prefer this famous underwear. It is the only support garment with the "friendly" pouch structurally cradled for healthful, gentle but bracing, buoyant uplift. Jockey's convenient No-Gap opening... its bulkless crotch... its trim streamlining and smooth, ingeniously-placed seams which permit complete freedom of action without chafing or binding, are other unexcelled features of Jockey, in addition to the all-round comfort of its soft knit fabric. The exclusive support and comfort features of Jockey are found in all models. Jockey is made to make every man "a Jockey fan."

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It's a Brand...It's a Trade Mark...It's Made By

**Coopers**  
KENOSHA WISCONSIN

Trade Marks Reg. U. S. Pat. Off.

**Jockey Underwear**

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mill; for New Zealand, Lane-Walker-Rodkin; for Switzerland, Vollmoeller



## LETTERS TO THE EDITORS

CONTINUED

piece of roast Pekinese. Well I'm for forking into a good portion of roast Carl Siekhas. Pekingeses are cute, and half of them are just as good looking as horses.

MARSHALL MCNUIT

Emporia, Kan.

### HANGED NAZIS

Sirs:

I found the pictures of hanged Nazi leaders (LIFE, Nov. 4) unrevealing, unappetizing and unnecessary.

MARTA ERDMAN

Lakewood, N.J.

Sirs:

Referring to the gruesome-looking pictures of the corpses of the hanged Nazi leaders, I heartily agree with the moral conviction of the British members of the Allied Control Council who forbade reprinting in Great Britain the pictures of these executed Nazis. I firmly disagree with LIFE's morbidity and unwisdom in displaying these pictures.

ELLIS H. DANA

Madison, Wis.

Sirs:

... We have not forgotten the thousands of people who were tortured to death at the hands of these 11 men. If we are able to view the scenes from the horror camps, then it is our duty to see those who caused such scenes lying dead on their caskets. Let those who are squeamish about these pictures remember why these men were hanged!

JAMES DURCAN

Seattle, Wash.

### QUEEN ELIZABETH

Sirs:

LIFE is weak on nautical terms. In your story on the arrival of the Queen Elizabeth (LIFE, Nov. 4) you say, "Bisset hedged on report that Molotov let helm slip two points to left."



Now, two points mean 22½°, and surely Mr. Molotov was not trying to scratch his name in the ocean. In any event the expression is that he let the ship slip off its course and not the helm.

LIEUT. COMMANDER

C. M. J. VON ZIELINSKI

New York, N. Y.

### U. S. S. MISSOURI

Sirs:

LIFE needs a new naval editor. In your story, "Souvenir Stealers" (LIFE, Nov. 4), you say, "When the U.S.S. Missouri weighed anchor in New York Harbor last fall... more than 1,000,000 people climbed aboard." I guess they swam out to say goodbye!... A ship weighs anchor in mid-stream at the start of a voyage....

W. C. DALCOTTE

Tuckahoe, N.Y.

CONTINUED ON PAGE 21



Just a

**Cold-Stuffed Nose**

**Feels Clearer**

*in seconds!*

Get greater breathing comfort fast with the handy new Vicks Inhaler. Packed with effective medication... gives grand feeling of relief. Use it anywhere... any time. Try it!



USE AS OFTEN AS NEEDED

**SOOTHE THROAT!**  
Relieve Coughs due to colds



Oh, how I need you now

You've gotta help me, folks. I'm feeling worn out as yesterday's bone, and it's because worms are dragging me down, sapping my resistance.

Like most puppies over a month old, I need Sergeant's Puppy Capsules. They're safe for me and fatal to worms. Later on, when I'm full grown, you can keep me worm-free with Sergeant's SURE SHOT Capsules.

Don't wait, folks, get these sure-fire Sergeant's products for me today—at your favorite drug or pet store.



\* The new Sergeant's Dog Book is full of good and dependable advice on dog care. Ask for your FREE copy at any drug or pet store. Or write Sergeant's, Richmond 20, Va.

**Sergeant's WORM MEDICINES**

That fixed me fine—Pete





*Away Out Ahead  
— Automatically!*



*Series "66" Club Sedan, popular model of Oldsmobile's lowest-priced line.*

*with*



**Proved in seven years of owner  
service . . . still the *newest*  
thing in driving!**

**\*Optional at extra cost.**

One touch of your toe and you glide out ahead . . . smoothly, *automatically* . . . in the brilliant new Oldsmobile with GM Hydra-Matic Drive.\* Stoplight to stoplight, city to city, you *never* shift gears, you *never* touch a clutch. There's not even a clutch pedal in the car. You step on the gas . . . you steer . . . you step on the brake; Hydra-Matic Drive does all the rest . . . *automatically!*

And the new Oldsmobile is just as easy on the eyes as it is in the driving! Its smooth, tailored styling and tastefully appointed interiors are already setting the pace for next year's cars—winning attention . . . winning admiration . . . *automatically!*

*Listen to Henry J. Taylor, on the air for GM twice weekly. See newspaper for time and station.*

*Oldsmobile*

A GENERAL MOTORS QUALITY CAR



# ELSIE'S CHEESE TRICKS

for happy, snappy  
holidays!



## HOLIDAY PIE À LA VERA-SHARP!

On each steaming, spicy wedge of hot apple (or mince meat) pie, place a golden spoonful of Borden's Vera-Sharp Cocktail Spread. Plenty of aged Cheddar cheese is the secret of Vera-Sharp's matchless zip! Try all 6 wonderful varieties of Borden's Spreads. For snacks, sandwiches, many other treats... Borden's Spreads add complete protein nourishment to your meals.



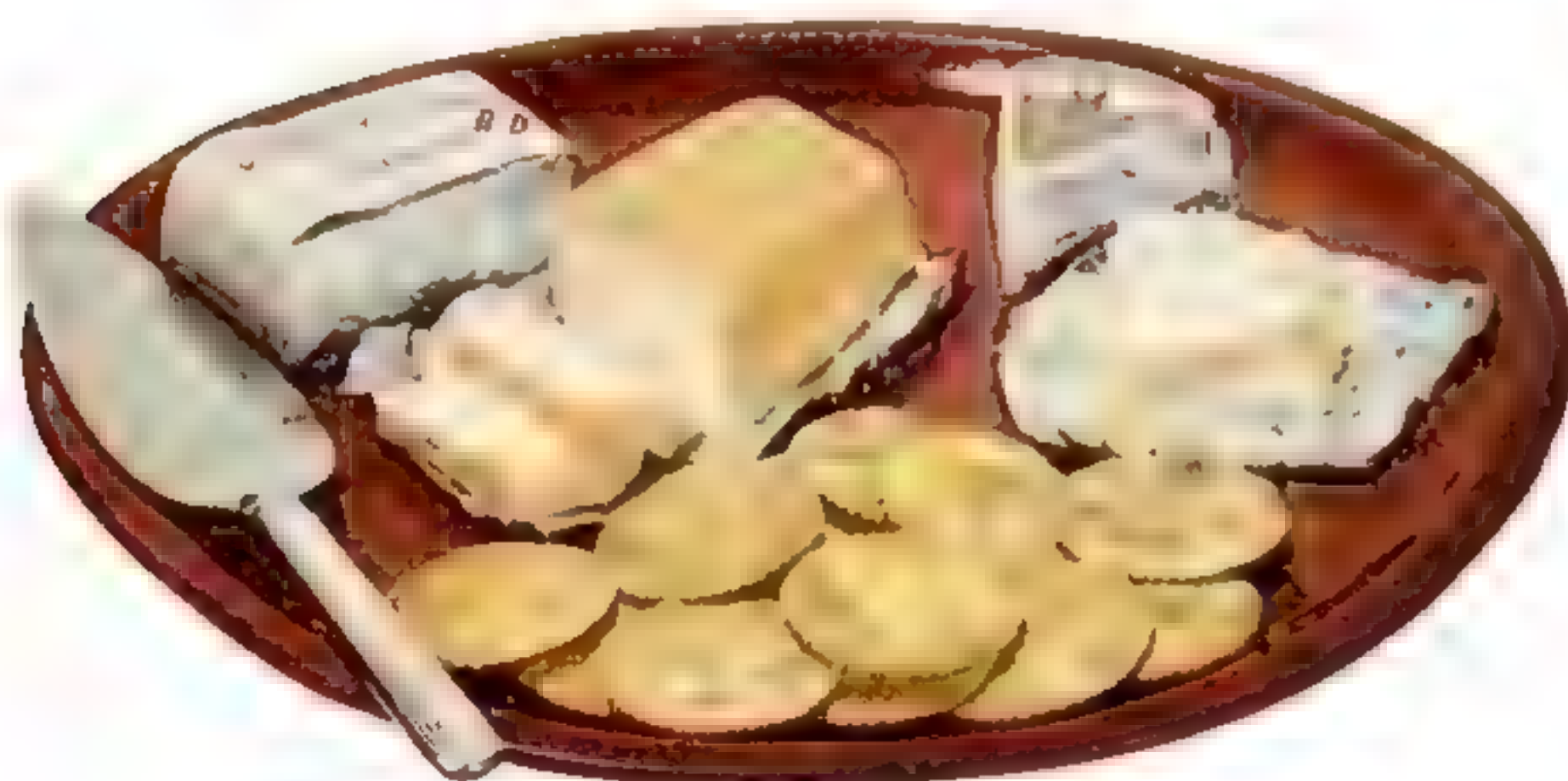
## A NIFTY NEW SAUCE IN A JIFFY!

Add ½ jar of Borden's Smokey Cocktail Spread to a cup of white sauce and stir till blended. That's all you do to get a wonderfully different cheese sauce—rich with the tang of Cheddar cheese, and the flavor of hickory smoke. Adds new excitement to cauliflower, cabbage, or broccoli! Fine for a casserole of mixed vegetables, too!



## QUICK SNACK FOR A HOLIDAY EVENING!

Split and spread an English muffin (or bread will do) with Borden's Chateau—that wonderful cheese food you use a hundred different ways. Top with bacon if you wish. Broil till the rich cheese goodness has soaked in. Make plenty of these dream-easy wonders! Tongues have been hanging out for that fine Cheddar cheese flavor. Chateau has it!



## GRAND FINALE TO ANY HOLIDAY FEAST...

A choice of 2 choice cheeses! Cap the climax to a magnificent meal with a tray of crisp toasted crackers and the two cheeses that have stirred the souls of cheese-lovers the world over: Liederkranz\*—the robust, the hearty, the cheese with a tawny crust and a center the texture of thick, golden cream! And Borden's Military Brand Camembert—the mellow, the mild, the delicate cheese with a flavor all its own. (Be sure to serve both cheeses ripe—when the centers are soft and creamy yellow.)

\*Trade-mark Reg. U. S. Pat. Off.

# Borden's Fine Cheeses

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

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*Reflects Refinement*

**WALLETS.** Many styles for men and women in fine leathers. No need for bulk. Stylish. Stitched with Nylon for extra strength.



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**OVERNIGHTER.** Lustrous leather case fitted with travel essentials. Compact yet complete.



Ask for other Rump leather products in leading stores. Look for the Rump trademark.

**RUMPP**  
*"The Starting of Leatherware"*

C. F. Rump & Sons, Phila. 6, Pa., Since 1850.

## LETTERS TO THE EDITORS

CONTINUED

### SOUVENIR STEALERS

Sirs:

"Souvenir Stealers" reminds me of my patented pocket watch cases which my manufacturing company made for North German Lloyd line about 20 years ago.

When the big steamers *Europa* and *Bremen* were newly built, we got an order for 7,500 watch cases, with which all cabins were to be equipped. The cases hung horizontally from the walls of the cabins so that no matter how the steamer rolled when the ocean was stormy, the watch which the passengers put into the case during the night couldn't drop out.

Every time the steamers came back from their trips we got a new order of about 500 cases, though both steamers had only 7,500 cabins together and the cases were worked out to be used for at least one or two years.

One day I asked the buyer of the cases why he gave the repeated orders. He said that a lot of passengers would steal the cases for a souvenir of their trip. But he twinkled with one eye and added, "They paid for that in advance."

JULIUS BOLET

Joplin, Mo.

Sirs:

I'm going to New York very soon and I can't think of anything I'd rather bring back than a heavy, imprinted Hotel Pennsylvania bath towel. Why don't hotels offer towels, shoeshine rags, ash trays, etc., labeled and stamped with the hotel's name, for sale at gift counters?

FERRIS LEHMAN

Chicago, Ill.

Sirs:

Sign seen in tourist cabin near Olney, Ill.:

WE TAKE YOUR LICENSE NUMBER. IF YOU LEAVE ANYTHING WE SEND IT TO YOU. IF YOU TAKE ANYTHING WE SEND FOR YOU. . . .

BETTY DOYLE

Washington, D.C.

Sirs:

The ideal solution to souvenir stealing is absurdly simple. Make ev-

CONTINUED ON PAGE 22

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LIFE  
November 25, 1946

Volume 21  
Number 22



**Brushed Rayon**...wonder fabric that's  
thistledown and feather-bed luxury all in one.  
Here Munsingwear cuts it caressingly for pajamas and  
a gown with a dream-princess air.  
All this long-wearing loveliness, at better  
lingerie departments everywhere.

**MUNSINGWEAR**

Reg. U. S. Pat. Off.

Underwear • Sleeping-and-Lounging Wear • Foundation Garments • Hosiery





## BING CROSBY

starring in  
Paramount's new hit film  
**"BLUE SKIES"**  
in technicolor

## "How to handle teen-agers"



by **BING CROSBY** (alias "Der Bingle")

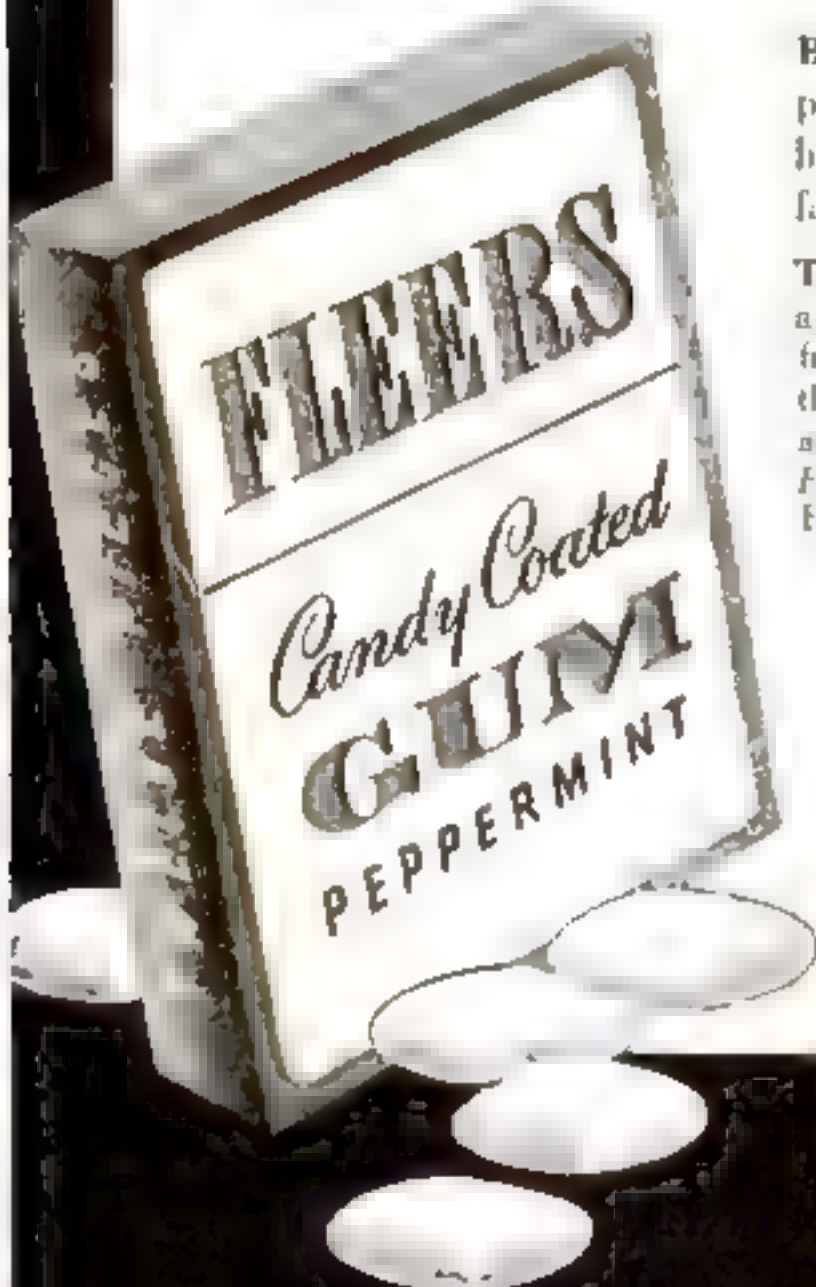
"Teensters are positively people! Try to remember, they have a lotta problems... mainly parents. When their fave talk gives you the heehee-jeebies, and their rootin'-tootin' clothes (*Look who's talking!*) make you despair for 'civilization'... better bear up and shut up. They'll grow up and get over it, even as you and I.

"Scratch most teen-agers and you'll find a solid citizen. And when they sound off with ideas for improving the world we made... well, maybe us parents could learn sumpin' if we'd stop smothering the kids and listen."

Bing's message is one of a series presented by Fleer's to promote better understanding among families, friends and nations.

Teen-agers and parents both agree that Fleer's Gum is mighty fine gum. Try it and you'll see why there's a trend to candy-coated... and why Fleer's leads the trend. Extra Flavor, Snowy White, Big Boy Fleer's today!

Frank H. Fleer Corp.  
Philadelphia, Pa.  
Established 1885



**Candy Coated — Chewing gum in its nicest form!**

## LETTERS TO THE EDITORS

CONTINUED

everything transportable in a hotel mildly radioactive, and then install Geiger counters at the exits. There must be something useful we can get from the Atomic Age.

CHARLES L. ANDERSON  
San Jose, Calif.

### EUROPE'S CULTURE

Sirs:

Your article on "Europe's Culture" (LIFE, Nov. 4) interested me greatly as it confirmed my own observations. I was in Berlin as a GI in the summer of 1945. Four months after the Battle of Berlin art and culture flourished again.

I saw Italian, French and Russian operas, classical and modern English and German plays (including the Nazi-banned *Nathan the Wise*). One could see Shakespeare, Racine and Shaw along with Hollywood's Charlie Chaplin and Russia's *Ivan the Terrible*.

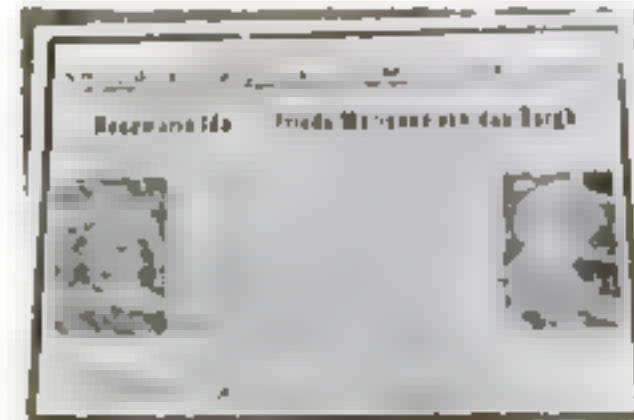
I was rather surprised to find the great popularity of chamber music and that all operas were given in German.

HARRY CHERNOFF  
Chicago, Ill.

Sirs:

Having recently returned from Germany, I find it surprising that so much conscious and unconscious pro-German propaganda should still be distributed, even by LIFE.

There is a good example in your Nov. 4 issue, which shows a fraulein



studying "concert and theater announcements." Next to them is "a notice of a reward for the finder of two missing children." Every reader of this would assume that two poor little German children had been lost. But the children were not German; they were two little Dutch girls. They were sent to one of the German extermination camps in 1943 or 1944. Somehow they were taken off the train en route, while the other passengers went on to be murdered. Now their relatives or the Dutch government have offered a huge reward for their recovery.

Their names are Rosemarie Ida van den Bergh and Frieda Marianne van den Bergh.

GILBERT HICKEY  
New York, N.Y.

### STRANDED WHALE

Sirs:

Your pictures about "Stranded Whale" (LIFE, Nov. 4) recall a similar incident which occurred in Japan during the last year of the war.

A school of smaller whales became stranded on the beach in Honshu and the flesh was rationed to a starving population locally. Many of the Japanese we had to work with (coolie class) shared their whale ration with us prisoners. After three years of prison-camp fare there was little doubt in our minds as to what to do with the flesh.

In spite of the handicaps (little fuel, not allowed fires, and the ever-

## THE NEATEST TRICK IN SWEATERS...

"Imps," the only new and original sweater blouse, hand-screened designs. All wool and only about \$7. Short sleeves about \$6.



at fine stores everywhere, including:

Marshall Field & Co. .... Chicago  
B. Altman & Co. .... New York  
Bullock's ..... Los Angeles

REGINA KNIT SPORTSWEAR CO. — CHICAGO

## the Gift choice for camera owners



Makes a perpetual Christmas for the camera owner, because the dependability of the WESTON lasts throughout the years! Compact, convenient to carry and use, and with typical WESTON dependability, the Master II assures perfect exposures in color or black-and-white, and with still or movie cameras. At all photo dealers. Reserve one today, to avoid disappointment. Weston Electrical Instrument Corp., 617 Frelinghuysen Avenue, Newark 5, New Jersey.

CONTINUED ON PAGE 24





1. Gruen Vari-Thin Cordelia...2 diamonds...\$165 2. Vari-Thin Vivian...2 diamonds...\$225 3. Vari-Thin Antoinette...8 diamonds...\$308 4. Vari-Thin Melanie...18 diamonds...\$525

5. Vari-Thin First Lady...10 diamonds...\$485 6. Vari-Thin Diadem...26 diamonds...\$650 Watches above enlarged to illustrate detail. Other fine Gruen watches from \$33.75 to \$4000. All prices include Federal Tax

**GRUEN**... THE PRECISION WATCH... AMERICA'S CHOICE SINCE 1874



# Get your Hopper Twin Treatment

\$1.20 value

now  
only 89¢\*

**Edna Wallace Hopper Twin Treatment**  
—packaged together for the first time!  
Contains 60¢ size Hopper White Clay  
Pack... the once-a-week beauty mask  
that helps deflake dry skin, coax  
blackheads loose. And Hopper  
Homogenized Facial Cream... also  
in 60¢ size... the every-day cleanser  
that helps keep your skin smooth  
and fresh. Prepares it for a radiant  
make-up job!



Don't miss this  
bargain in beauty.  
While they last—  
at leading cosmetic counters.

\* plus tax

## LETTERS TO THE EDITORS

CONTINUED

present, ever-watchful guards) we  
contrived to cut the flesh in small  
cubes and render the oil. This, com-  
bined with stolen caustic soda, boiled  
down to a very creditable soap and  
the remaining "cracklins" proved  
highly edible to oil-starved humans....

I feel certain that the whale in the  
pictures would have supplied the base  
ingredient for a mighty lot of soap.

LIEUT. M. COCHRAN, U.S.N.  
Washington, D.C.

### EUROPE'S THINKERS

Sirs:

In your story "Europe's Thinkers"  
(LIFE, Oct. 14) you told about the  
meeting of European intellectuals  
from the victor and vanquished coun-  
tries, saying that it was the first time  
makers of public opinion had come  
together since the war. This is a mis-  
statement of fact. The leaders of the  
churches have been together repeat-  
edly since the close of the war. What-  
ever one may think of Martin  
Niemöller, the Archbishops of Can-  
terbury, Sweden and Denmark and  
the general officers of the Federal  
Council of Churches in the U.S., they  
certainly have something to do with  
formulating public opinion.

DR. HENRY SMITH LIEPER  
Executive Secretary

World Council of Churches  
New York, N.Y.

### THE AMERICAN WOMAN

Sirs:

Let you have the last word on the  
American woman (LIFE's Editorial,  
Oct. 21) let me voice my female  
opinion. No political gumption, eh?  
Think of her handicaps! A woman is  
always a woman, whether driving a  
car, presiding over a business meet-  
ing or speaking in the House of Rep-  
resentatives. If she does speak or act  
rationally, it's in spite of her sex,  
never because of it.

So you think that politics needs  
the feminine touch? They got more  
than a touch in Delaware before the  
primary. A group of us left our  
boudoirs, likewise our dishes, and set  
out to buck the party machine. We  
put up Mrs. Wilfreda Lytle for rep-  
resentative in the state assembly and  
in less than three weeks produced a  
clean campaign and beat the party  
machine by 69 votes! We worked, but  
so did the politicians. This was the  
first contest in a primary in 20 years.  
Mrs. Lytle was elected last Tuesday  
by a huge majority over a good-look-  
ing blond veteran.

Be fair to the ladies! Get rid of the  
lethargy of all citizens in regard to  
voting, build up a pride in an interest  
in politics and a knowledge that the  
legislature will be as big as the con-  
stituents.

Are you women satisfied with the  
yeomen candidates your political ma-  
chine puts in? Let Wilmington women  
help you over the first hurdles of a  
women's campaign for intelligent elec-  
tions.

MRS. JAMES H. YOUNG

Wilmington, Del

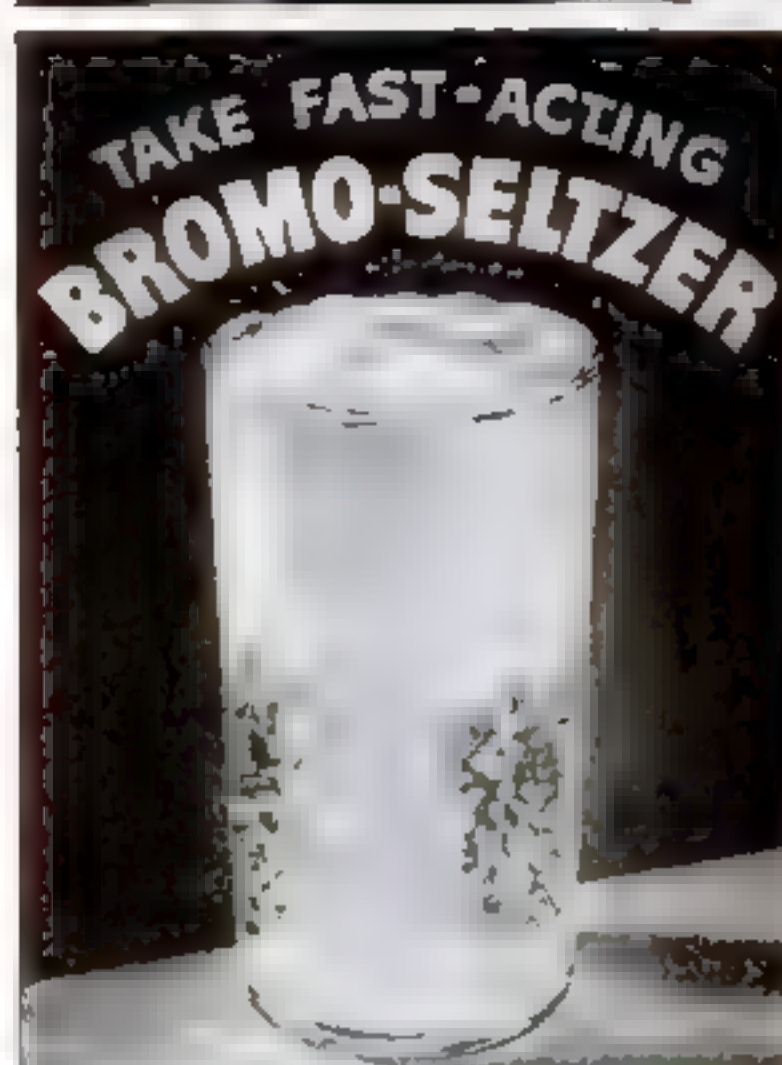
### CHARLES BULLOCK

Sirs:

Your article on Charles Bullock  
(LIFE, Nov. 4) shows him eating only  
the edge of a cocktail glass. I thought  
everyone knew that the stem is the  
best part.

J. KENT THOMPSON  
Lakewood, Ohio

## HEADACHE



## RELIEF!



It's important to get fast relief when  
you have a headache. So always keep a  
bottle of Bromo-Seltzer in the house.  
Bromo-Seltzer fights ordinary headache  
these three ways:

1. Helps relieve headache pain
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

which may team up to cause trouble.

**Easy to take:** Simply put  
teaspoonful in a glass and  
add water. Bromo-Seltzer  
effervesces with split-  
second action. Caution:  
Use only as directed.

**Get Bromo-Seltzer at your  
drugstore counter or foun-  
tain today.** Compounded  
in four convenient home  
sizes by registered pharmacists.

For **FAST** headache relief.

## BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1897



## THE CHRISTMAS CLUB WAY...

at Savings Institutions  
displaying this Emblem

Tune in on the Christmas Club Radio Program  
Featuring **LOWELL THOMAS**  
7:30 P.M. (E.S.T.) Dec. 4th, over special  
Mutual Broadcasting System Network





1878



1882



1892



1897



1902



1905



1914



1920



1928



Today

## "How many of 'em can YOU remember?"

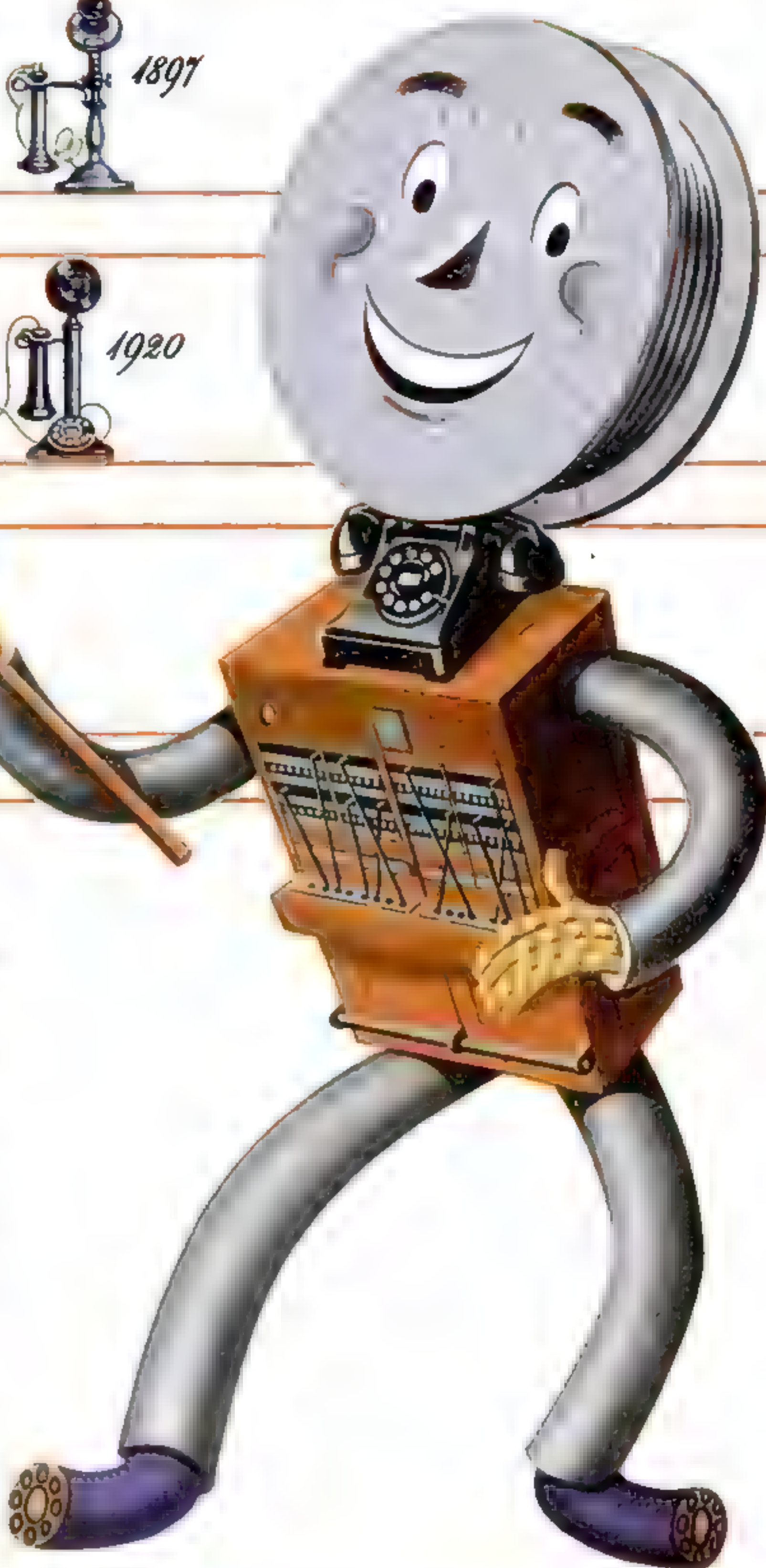
"Some of the old-timers must look pretty strange to you. But not to me . . . I *made* all of them.

"I started making telephone apparatus of all sorts in 1877 . . . did such a good job that I was asked to join the Bell Telephone team 'way back in 1882.

"Telephone users get more and better service for their money in this country than anywhere else in the world. I've helped to make this possible by efficient *manufacturing* of uniform, high quality equipment . . . by volume *purchasing* of all manner of supplies for the Bell Telephone Companies . . . by *distributing* to them, through my warehouses in 29 principal cities, the telephone equipment I make and the supplies I buy...by *skilful installation* of central office equipment.

"That is a huge job . . . especially now when the demand for telephone service is at an all-time peak.

"Remember my name . . . it's Western Electric."



### MANUFACTURER . . .

of 43,000 varieties of  
telephone apparatus.



### PURCHASER . . .

of supplies of all kinds for  
telephone companies.



### DISTRIBUTOR . . .

of telephone appa-  
ratus and supplies.



### INSTALLER . . .

of telephone central  
office equipment.



# Western Electric

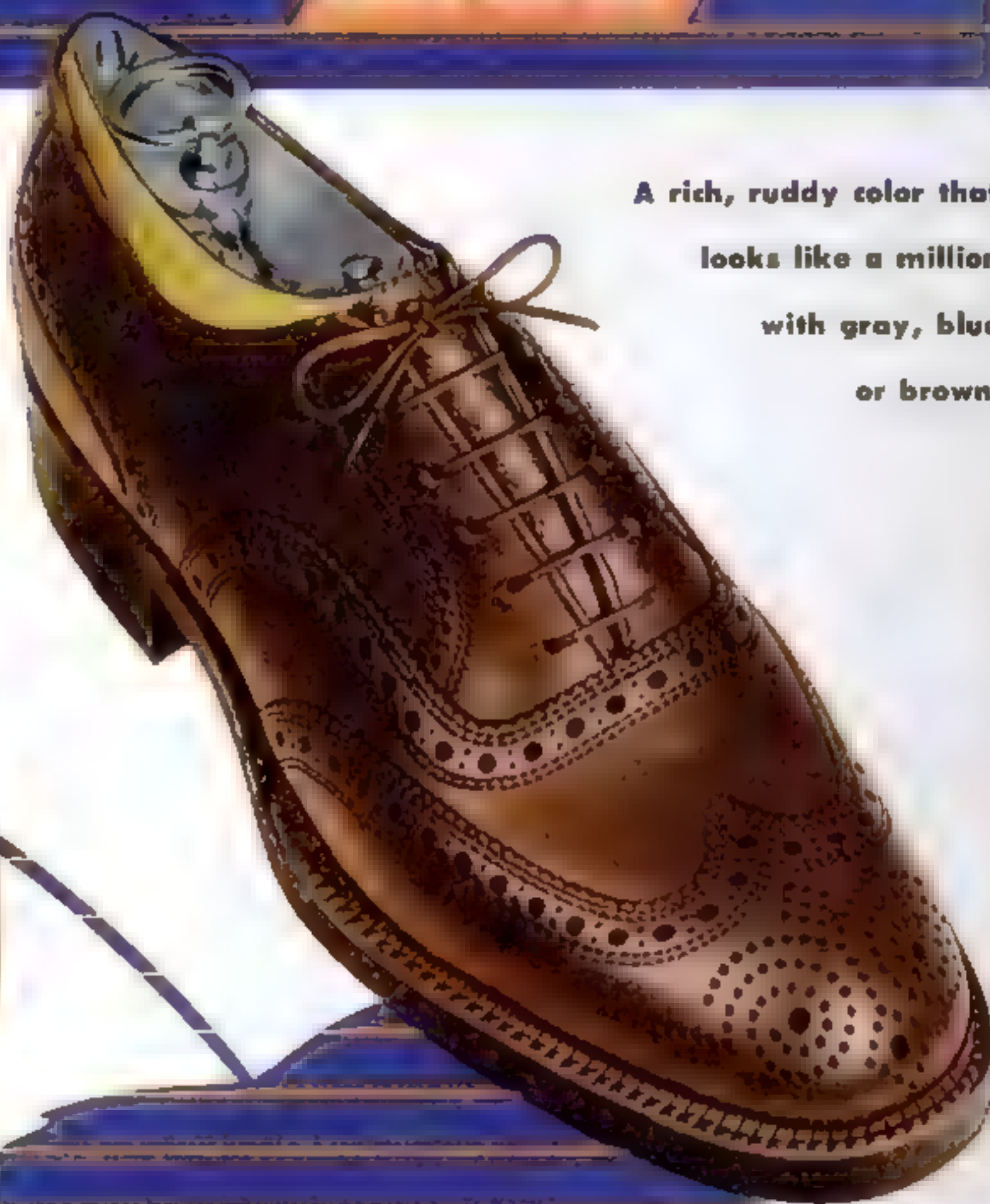
A UNIT OF THE BELL  SYSTEM SINCE 1882



**RED MAPLE BY**

**Roblee**

A rich, ruddy color that  
looks like a million  
with gray, blue  
or brown.





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## Rather twist a tiger's tail than shave?

DO YOU scratch and gouge your face when you shave? Does the very thought of shaving make you flinch?

Then you have that combination

often found among rugged he-men... wiry whiskers and tender skin. And that combination can sure cause painful shaving! But it doesn't have to... and it won't... if you realize that...



## You need a heavier cream to shave a tender skin

MOLLÉ is a heavier cream... a brushless cream that makes the toughest beards say "uncle" and makes lighter beards vanish like fluff. Because it is heavier, Mollé not only softens your whiskers, it holds them

up straight so your razor can just coast through them.

You shave faster, you shave closer, you shave easier, and you shave painlessly when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

### LIFE'S PICTURES

When LIFE started it had only four staff photographers (left): Margaret Bourke-White, Alfred Eisenstaedt, Peter Stackpole, and Tom McAvoy. Today, after 10 years, the same four are still using their cameras for LIFE. Eisenstaedt, Stackpole and McAvoy are on the staff. Miss Bourke-White, busy writing and lecturing, gives LIFE the first call on her pictures. Today LIFE has 36 photographers on its staff.



The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is repeated picture by picture (left to right, top to bottom) and one by line (lines separated by dashes) unless otherwise specified.

- COVER—HERBERT GEHR  
16—JOEY STARR  
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27—Y. PHILIPPE HALSMAN, S. BALKIN FROM PIX  
29—WALLACE KIRKLAND  
30, 31—ANDREAS FEININGER  
32, 33—DMITRI KESSEL  
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46—JERRY COOKE FROM PIX, TAKEN AT MILLER HARNESSE CO.  
49—CONSOLIDATED VULTEE AIRCRAFT CORP.—ANDREAS FEININGER  
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52—KOSTI BLOMOMAA FROM B.S.  
57—HERBERT GEHR  
59—BERNARD HOFFMAN  
60—ROGER COSTER FROM RAPHO-GUILLEMETTE  
61—JERRY COOKE FROM PIX COURTESY ABER-CROMBIE & FITCH  
62—7. 20TH CENTURY-FOX  
63—A.P., THOMAS D. McAVOY—PETER STACKPOLE, HIRRELL—FRED PARRISH, HAROLD TRUDEAU—FRANK SCHERSCHEL, RKO RADIO PICTURES INC.  
64—SELZNICK INTERNATIONAL  
70—A.P.—WALT DISNEY  
73—COURTESY HACKLEY ART GALLERY—COURTESY EDWARD G. ROBINSON  
74—COURTESY MISSOURI STATE HOUSE, FERNAND BOURGES COURTESY MIDTOWN GALLERIES—COURTESY W. B. HOLMES, FERNAND BOURGES COURTESY MIDTOWN GALLERIES—FERNAND BOURGES COURTESY SAM LAUREN, COURTESY MR. & MRS. SAMUEL TUCKER—COURTESY CARNEGIE INSTITUTE OF ART, FERNAND BOURGES COURTESY METROPOLITAN MUSEUM OF ART  
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- 78—COURTESY IVAN ALBRIGHT—FERNAND BOURGES COURTESY MAX WEBER  
79—COURTESY PERLS GALLERIES COURTESY UNIVERSITY OF IOWA  
82, 83—EWING KRAVIN, BOB LANDRY  
84—NINA LEEN FROM PIX—HERBERT GEHR FROM B.S.—MARTHA HOLMES  
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88—ALFRED EISENSTAEDT FROM PIX—A.P.—NINA LEEN FROM PIX  
93—MARGARET BOURKE-WHITE EXC. BUT CHARLES STEINHEIMER  
94—MARGARET BOURKE-WHITE  
95—CHARLES STEINHEIMER  
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101—BERKSHIRE EVENING EAGLE—WITT ACME  
102—WALLACE KIRKLAND—WILLIAM VANDIVERT—PHILIP JACOBSON  
104—GJON MILI  
107—P.I.  
108, 109—MARTIN MUNKÁCSI, INT.  
110, 111—INT.  
112—P.I.—SERVICE CINEMATOGRAFIQUE DE L'ARMEE  
113—© KARSH, OTTAWA FROM BRITISH COMMONWEALTH  
114, 115—INT.  
116, 117—W.W., MOVIE TONE NEWS  
118, 119—C.P. DEULOFF, GEORGE STROCK  
120, 121—ALFRED EISENSTAEDT FROM PIX, CHARLES CORT FROM ACME  
122—HANSEL MIETH  
125—GJON MILI  
126—REX HARDY JR.  
129—B. CHARLES PETERSON  
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132—ELIOT ELISOFON—PHILIPPE HALSMAN  
135—F. FRANK SCHERSCHEL  
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140—© ANORE DA MIANO  
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142—ALFRED EISENSTAEDT FROM PIX  
145—HANSEL MIETH, SAM SHERE—HANSEL MIETH, SAM SHERE  
146—ELIZABETH HIBBS, ROBERT H. JOHNSON—W.W., YALE JOEL—C. J. NICHOLS, ROBERT H. JOHNSON  
147—CHIONOFF, MARTHA HOLMES—ST. WERNER WOLFF FROM B.S.—WESTFOTO IN BRISTOL, MARTHA HOLMES—REX HARDY JR., MARTHA HOLMES  
148—GEORGE STROCK—EDWARD CLARK  
149—ALFRED EISENSTAEDT FROM PIX—YALE JOEL  
150—HANSEL MIETH—MARIE HANSEN  
152—PETER STACKPOLE—W.W.—RALPH CRANE FROM B.S.

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FOR CHRISTMAS GIVE RCA VICTOR RECORDS — THE GIFT THAT KEEPS ON GIVING



BARNH. OTTAWA

*Warren and Peerce*

MAKE FOUR EXCITING NEW OPERATIC RECORDINGS!

When Metropolitan Opera audiences hear performances like these—they cheer till they get encores. You'll want encores, too—and you can have them with these superb RCA Victor Records!

The "Met's" great baritone, Leonard Warren, brings intense feeling to the

touching *Eri tu?* from "Un Ballo in Maschera" . . . and to the bitter *Credo in un Dio crudel* from "Otello" on RCA Victor Record 11-9292.

Jan Peerce, top-flight Metropolitan tenor, evokes all the exultation of *O Paradiso!* from "L'Africana." And,

from "Un Ballo in Maschera" he powerfully conveys the drama of the recitative, *Forse la soglia attinse* . . . and the tender beauty of the aria that follows, *Ma se m'è forza perdeti*. RCA Victor Red Seal Record 11-9295.

Each record, \$1.00, exclusive of taxes.

THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR RECORDS







ON AN ILLINOIS FARM 7-YEAR-OLD ALLAN PALMER IS DWARFED BY 2,500 BUSHELS OF HIS FATHER'S BUMPER 1946 CORN CROP

## THE U.S. IN 1946

### ON ITS TENTH ANNIVERSARY LIFE SURVEYS THE STATE OF THE NATION

In November of 1936, when the first issue of *LIFE* was published, 4,349,000 Americans were unemployed. This was considered a hopeful sign: the nation, making a modest recovery from the Great Depression, as yet had no intimation that it was sliding into the "Roosevelt recession" of 1937. U.S. Steel had resumed dividends on its preferred stock, workers had been told to expect Christmas bonuses; and while nobody ever expected to see the prosperity of the '20s again, everybody hoped that some kind of mildly good times, shored up by WPA and the RFC, were just around the corner. Hitler was a mean man with a funny mustache; the wars in Spain and China were remote and unreal, the biggest foreign news centered around Mrs. Wallis Simpson. The U.S. Army numbered about 150,000, its Air Corps had less than 1,000 planes and many young Americans who grew up after World War I had hardly ever seen a soldier or sailor in uniform. The C.I.O. and the sit-down strike were novelties; Big Steel still dealt with company unions and the United Auto Workers had only 80,000 members. Franklin Roosevelt, who had just beaten Alf Landon in every state but Maine and Vermont, had the New Deal going under full steam and was about to start his Supreme Court fight.

The 10 subsequent years have been the most eventful and momentous in recent history, perhaps in the entire story of mankind. From them has emerged a new America which is older, wiser and in some ways sadder. The pessimism of '36 has vanished; the bursting corn bin (*above*) has replaced the dust storm, and help-wanted ads have replaced the breadlines. But vanished too is the old comfortable feeling that the U.S. was isolated from the world by two oceans; 11,000,000 young Americans who wore uniforms know that mere pacifism, as it existed on every college campus in the '30s, is not enough to produce peace. Labor sits firmly in the seat of national power and is just coming reluctantly to realize that it has its duties as well as its rights. The New Deal is gone, and in its place the Republicans are seeking a new philosophy of government for a new kind of decade.

In the following 17 pages of this tenth-anniversary issue, *LIFE* takes a hard, sharp look at the new and still strange U.S. in which Americans of 1946 suddenly have found themselves living. In the rest of the issue it looks back at some of the events of the last 10 years which have produced the new world, and forward toward what men can now see dimly of the decade to come.





ON A LONELY UTAH PLAIN WHERE COWS STILL GRAZE QUIETLY BENEATH THE SNOW-CAPPED ROCKIES STANDS THE NEW GENEVA STEEL PLANT. HERE ORE IS TURNED

# NEW FRONTIERS

THE WAR OPENED MANY FOR U.S.

Five years ago a photographer would have visited the scene above only for a picture of Utah's placid farm life in the valley of Great Salt Lake or of the cloud-hung Mt. Timpanogos in the background. Today the scene includes what is perhaps the world's finest heavy industrial plant—the ultramodern, fully integrated \$200,000,000 Geneva steelworks.

This addition to the assets of America was created in 24 months from a blueprint and 1,600 acres of farmland. It grew up out of nowhere, 40 miles from Salt Lake City, and produced millions of tons of steel plate in time to build wartime ships. Now it belongs to the U.S. Steel Corporation, which bought it from the government, and is prepared to turn out 1,283,400





INTO PIG IRON BY BLAST FURNACES AT CENTER. STEEL INGOTS BY OPEN-HEARTH FURNACES AT RIGHT, THEN ROLLED INTO FINISHED PRODUCTS BY MILLS AT LEFT

tons of steel a year. Its whole operation is self-sufficient: it uses Utah ore and Utah coal and processes them all the way from pig iron into finished plate.

More than being just another industrial plant, Geneva, like wartime shipyards, the new aviation industry, aluminum plants of the Northwest, is the new decade's answer to the gloomy '30s, when all but

the most optimistic American conceded that the expansion was over and the frontiers closed. Even more it is a symbol of things yet to come: new plants which require less manpower, a decentralization of industry away from the crowded cities which would be the first targets of atomic-rocket warfare.

Any established industrial nation with huge cap-

ital investment in plants faces the danger of dry rot and inefficiency if it uses its plants past the time when they have become obsolete. In mills like Geneva the mass effort of war gave the U.S. a new industrial potential and one means by which it can answer the sure-to-come competition of newcomers who start from scratch with the newest methods.





THIS FUTURISTIC PATTERN OF INDUSTRY IS THE BIG GOVERNMENT-OWNED SYNTHETIC RUBBER PLANT AT PORT NECHES, TEXAS. THE PRESSURE TANKS IN THE

## NEW INDUSTRIES

THEY ARE A MIRACLE OF DESIGN

The spectacular array of Euclidean objects above is a butadiene plant, begun on the marshy flatlands of the East Texas oil country in 1942, before the U.S. had even hit on a proven formula for making rubber out of oil. It can now produce enough butadiene to make about 20% of the U.S. prewar rubber requirements. The plant is still operating today

at full capacity under government ownership. Even if synthetic rubber loses out in the peacetime competition with natural rubber from the East Indies, the plant may be held in "ready reserve," like an extra battleship, for any future national emergency.

The year 1946 finds the U.S. on the threshold of a hall of marvels, ranging from runless stockings





FOREGROUND HOLD UP TO 12,000 BARRELS OF FINISHED BUTADIENE. THE TALLEST OF THE FRACTIONATING TOWERS AT REAR IS AS HIGH AS A 17-STORY BUILDING

and shineless sergeants to jet-propelled airplanes that will flash across the country at just a little less than the speed of sound and deliver mail in London seven hours after their New York take-off. Seven cities now have black and white television; a national television network is being built and full-color television is on the way. The frozen foods in-

dustry is already delivering the housewife everything from strawberries to steaks and the electronics industry is promising to do her cooking in incredible fractions—for example, the steak in 80 seconds. Radar in ships, telephones in autos, and air purification in homes can make life safer and surer; even the gamble of whether or not it will be

a white Christmas may be eliminated by the sprinkling of dry-ice pellets on clouds over U.S. cities to make snow.

If it can solve its many problems of economics and labor relations, the U.S., equipped with plants like the one above, can produce an exciting new standard of living that will make the '20s look like poverty.





AT THE ARMY'S WALTER REED HOSPITAL SITS PFC JEROME VON MOHR, 27, WHO LOST BOTH LEGS WHEN HIS JEEP HIT A LAND MINE IN THE PHILIPPINES CAMPAIGN

## COSTS OF WAR

THE U.S. IS STILL PAYING THEM

Much of the new strength of America which can be seen in the preceding pages was a by product of war which spared the whole nation to heights of accomplishment it had never dreamed of. Yet the cost, as always in war, was appalling. Life would never again be the same for the families of the servicemen who died in their youth on the battlefields. Nor

would it ever be quite the same for boys like Jerome von Mohr (*above*).

In material things the nation had also paid. The war had involved an enormous drain on its iron ore reserves. It had left the U.S. scarred by worked-out copper and lead mines and by played-out oil wells. The well opposite is at Goose Creek, Texas.





EXHAUSTED OIL FIELD





ON A PARK BENCH IN BROOKLYN HUDDLE MRS. LEONARD SAAR AND HER SIX CHILDREN, WHO HAD NO PLACE TO GO WHEN THEIR LANDLORD NEEDED HIS HOUSE BACK

# NO VACANCIES

THIS IS YEAR'S SADDEST PHRASE

In one way the U.S. had grown too big for its own good. A decade ago the population was 128,053,180. Now it was 141,104,000. The number of families, thanks to the wartime marriage boom, had grown even faster. And all through the '30s house-building had nearly stopped. The result was the most pathetic shortage of all, reflected in desperate want

ads and families living doubled up with their relatives, trying to bring up babies in hotel rooms, even sleeping on park benches (*above*). Despite shortages of nails, lumber and plumbing, some houses were getting built, as in the Los Angeles subdivision on the opposite page. But the U.S. could not possibly catch up with the need until 1948 at the earliest.





NEW HOUSES IN CALIFORNIA

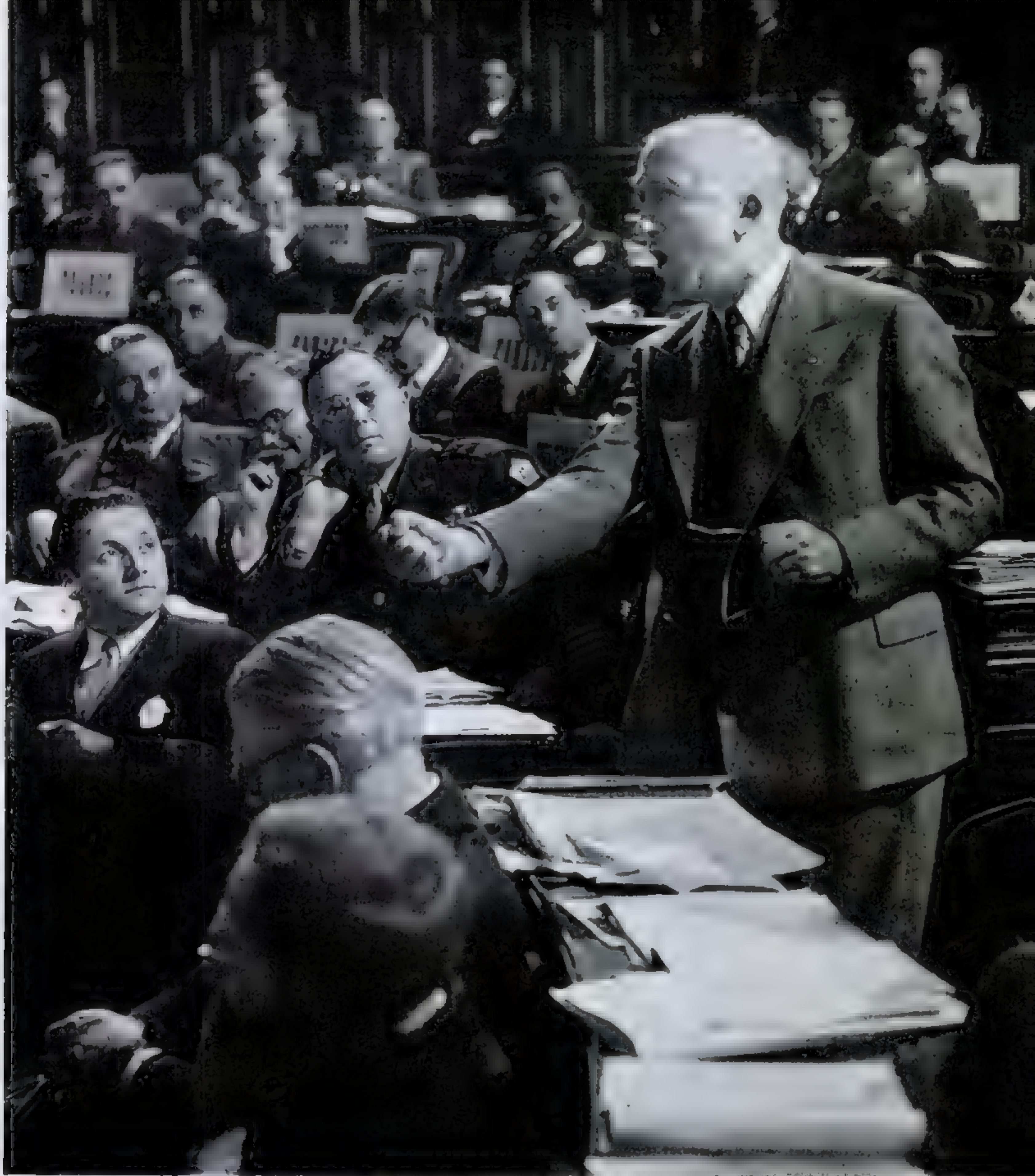




B8

U.S. SOLDIERS IN KOREA





JAMES F. BYRNES, REPRESENTING A NATION WHICH ONCE SHIED FROM WORLD AFFAIRS, RISES TO MAKE AND WIN HIS POINT AT THE PEACE CONFERENCE IN PARIS

# WORLD POWER

THE U.S. HAS IT AND KNOWS IT

In the '20s and '30s everybody in the world but U.S. citizens knew the U.S. had become a major world power. The events of World War II strengthened that power and finally made it recognized even at home. Whether the U.S. liked it or not, its industrial capacity had been proved the decisive factor in settling the world's wars or establishing a pros-

perous peace. U.S. troops were stationed around the world as far as Korea. Its diplomats, like Secretary of State Byrnes (*above*), were helping forge peace treaties for five defeated enemies. Most Americans were now sure their nation would be the first attacked in another war—and that they had better use their world influence to prevent such a war from coming.





INTO THE HOLLYWOOD PALLADIUM, BIGGEST PLEASURE PALACE IN THE WORLD, JAMS A SATURDAY-NIGHT CROWD OF 6,500, DANCING TO TEX BENEKE'S GENTLE

# ENTERTAINMENT

THE SEARCH FOR IT GROWS HECTIC

Though the U.S. was turning out more goods and food than ever before in peacetime, it was also able to give more people more leisure than any other civilization in history. The 40-hour work week, established in the '30s but forgotten during the war, was now a reality—and being shaved still lower in many industries. The housewife, though she had not yet

got delivery on her new jet-propelled postwar dishwasher, still had a kitchen full of labor-saving gadgets that would have baffled a master mechanic of a hundred years ago. The result was a national pleasure hunt that reached the verge of frenzy.

Thus was the year when a book of light summer reading like *The Hacksters*, which might have





SWING. THE PALLADIUM HAS 12,600 SQUARE FEET OF DANCE FLOOR, TWO RESTAURANTS, THREE BARS, TWO SODA FOUNTAINS AND 30 BOUNCERS TO KEEP ORDER

*missing in circulation since May, 1970*

graced 5,000 hammocks before the war, could sell 650,000 copies. It was a year of unprecedented box office for movies, baseball and wrestling matches starting an aging Primo Carnera who wore tights to hide his varicose veins. It was a year when the public gladly lost \$204,000,000 for the privilege of watching horse racing, the most frantic form of extrover-

sion that money can buy. It was a year when cutting beer production to 1940 levels produced a national drought, and alcoholism began to be recognized as an occupational hazard of being an American.

Yet it was by no means certain that Americans were actually having more fun. Many of them suspected that the human capacity for enjoying leisure

had not kept up with the increasing supply. Certainly the nation's entertainment facilities had not kept pace. Everything from park benches to yacht basins was too crowded. Dancing cheek-to-cheek, as can be seen above, had taken on a new necessity. Though Americans were trying their best to have fun, they succeeded mostly in getting in one another's way.





1946 "20" CLUB





JOHN L. LEWIS CONFERS WITH THE DISTRICT PRESIDENTS OF HIS UNITED MINE WORKERS ON THE QUESTION: SHOULD THEY CALL ANOTHER NATIONAL COAL STRIKE?

# DANGER SPOTS

THEY INCLUDE YOUTH AND LABOR

The "52-20" Club members opposite are ex-servicemen living on GI unemployment pay (\$20 a week for 52 weeks), who hang around a Long Island soda shop. The less ambitious call themselves bums. The more ambitious say they can find no job worth holding in these days of high prices. They are a restless symbol of three 1946 problems: 1) the psychology

of boys who grew up too fast in war, 2) the high cost of living, 3) the question of how much security a government can provide without spawning parasites. John Lewis (*above*) represents another problem: the power of a key union's strike to stall the nation's whole economy. For cause or for the hell of it, Lewis can start such a strike with the wag of an eyebrow.





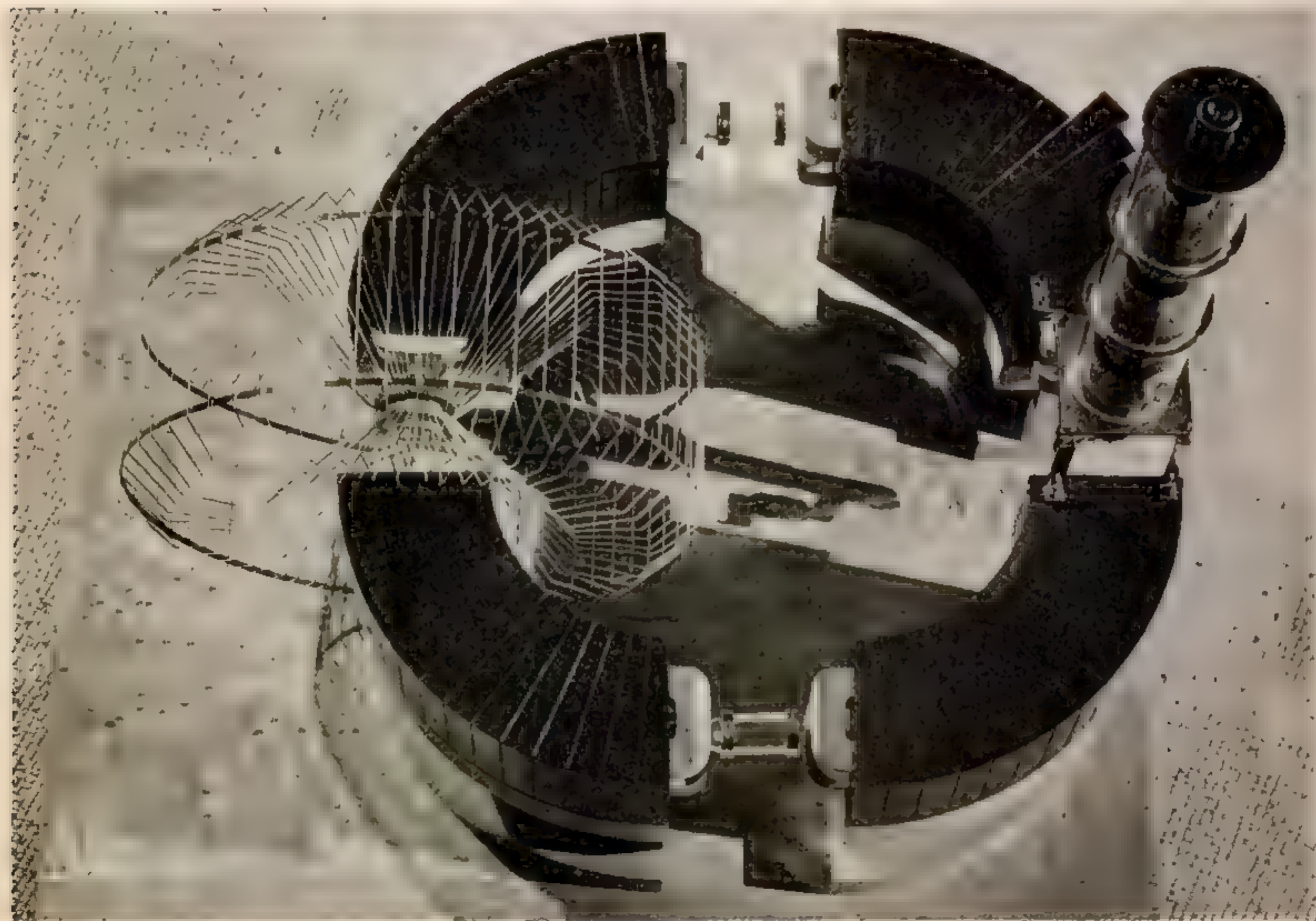
THE GREAT PLANTS OF OAK RIDGE, TENN., WERE AMONG THE MOST SIGNIFICANT LANDMARKS TO RISE FROM U.S. SOIL IN THE LAST DECADE. THIS HALF-MILE STRETCH

# ATOMIC ENERGY

IT IS CHANGING U.S. AND WORLD

Already peacetime application of wartime atom work has begun. Artificially radioactive materials from Oak Ridge have been released for biological research. For the Atomic Energy Commission a network of laboratories is being set up, newest of which will be a \$20,000,000 nuclear research plant which will cooperate with a huge new General Electric lab-

oratory. The synchrotron (below) and cyclotron (opposite page) will make new explorations of matter and energy. A hugely important time has come. If the world uses the atom either in fullest folly or in fullest wisdom, the discoveries of this decade will be most vital in history, for man will have either completely destroyed or immeasurably advanced himself.



**NEW ATOM SMASHER** built from this model will be finished next year for experiments at University of Michigan. Its designers have named it "the racetrack." By whirling

electrons almost at the speed of light in the big circle (above) it will generate low-power cosmic rays which will break up atoms and even the particles which make up atoms.





OF BUILDINGS HELPED PRODUCE U-235 FOR THE PROGRAM WHICH MADE THE FIRST ATOMIC BOMBS AND INTRODUCED MEN TO AN ERA OF MINGLED HOPE AND TERROR



**WORLD'S BIGGEST CYCLOTRON**, now being tested at University of California, will also increase knowledge of atom and its particles by taking them apart. Overhead

frame is a 4,000-ton magnet which holds speeding particles in the circular apparatus just beneath it until they are going fast enough to be slammed into atoms like bullets.





IN ONE OF HER MOODS THE AMERICAN WOMAN OF '46 WEARS A HOOD, MARTINGALE AND SADDLE BAG THAT MAKE HER LOOK AS MUCH LIKE A HORSE AS POSSIBLE

# THE FUTURE

IT IS STRANGE AND WONDERFUL

No American can view the future and the responsibilities of his new strength and power without occasional moods of despair. Yet most Americans, most of the time, still have a wonderful light touch. The American woman, having tried at various times to look like a man, a bean pole and an hourglass, is currently livening the scene by looking

like a horse (*above*). Nobody would dare forecast her next mood. Nor can anybody foresee what new flagpole sitters, fan dancers or gin-rummy fads the next decade will produce. Indeed one of the pleasures of being an American is the complete unpredictability of what, in the way of master stroke or tomfoolery, your compatriots will think up next.



# What's 50 miles between friends?



**T**here was a time when it was an almost insurmountable obstacle.

Now Grandson and Grandpop are buddies who can see each other every other week or so.

What worked this wonderful change?

It's not enough to say the automobile—because the original automobile alone didn't. Many of us can remember when 50 miles was a long, tiring trip over not-too-good roads.

But companies like General Motors saw that as they made cars better, sales would increase. More cars would be used—roads would be improved—distances would be shortened.

So regularly, year after year, they set aside part of their earnings to improve their product and widen its usefulness to the public.

In a steady, never-ending pursuit of progress, they put their time, effort and money into improving everything about the automobile.

Obviously, only a prospering business could do this. Without earnings, there would have been no money to pay for improvements—or for the better factories and more numerous jobs that came with them.

How big have these earnings been? Well, as an indication, since 1917, a 29-year stretch,

General Motors' hundreds of thousands of stockholders have received in dividends an average of about 7¼¢ from each sales dollar. (In war years they got only 3¼¢.)

Not much to pay, is it, for the benefits derived! Not much of a price for knocking down the barriers of distance—for giving Grandpops a chance to know their Grandsons, and vice versa.

That's why we say *all the people* profit when a business prospers.

On the Air, HENRY J. TAYLOR, coast to coast twice weekly. See your local newspaper for time and station

## GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

*The People profit  
when a Business prospers*



CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • FRIGIDAIRE • GMC TRUCK & COACH • GM DIESEL





"If he wants the best table—he must want Paul Jones!"

If you're looking for the best, remember that—in a drink—flavor comes first! That's why Paul Jones is made in the slow, old-fashioned way...to give you a mellow, full-bodied flavor that makes your drink taste especially rich and hearty!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.  
Frankfort Distillers Corporation, New York City.*

 **Paul Jones**  
FIRST OF ALL... FOR FLAVOR!





ARMY'S NEW B-36, WORLD'S LARGEST LAND-BASED BOMBER, CAN FLY TO ANY PLACE ON EARTH AND RETURN WITHOUT REFUELING

# The Balance Sheet

Americans have come through depression and war to a new pinnacle of self-confidence and strength. The future is as bright as they make it

by JOHN CHAMBERLAIN

**M**ODERN intellectuals who feel most comfortable in the role of Cassandra have a gloomy fondness for the phrase "a failure of nerve." Sometimes the failure of nerve is attributed to the liberals among us; sometimes it is attributed to everybody—although the Communists are usually exempted on the theory that they have a dynamic faith to sustain them. But in applying the phrase to Americans, these intellectuals are, as usual, wrong—or, to put it more charitably, they are out of date. For what we have been witnessing in the U.S. for the past 10 years is a steady recovery of nerve.

The recovery of nerve came slowly at first. In 1936, year of the Roosevelt landslide that swept every state except Maine and Vermont into the Democratic column, we were just emerging from the numb condition induced by the worst economic depression of modern times. But the people were hopeful; as Franklin D. Roosevelt toured the country, his cigaret holder at its characteristically jaunty angle, he got a warm response to his question, "Are you better off now than you were in 1932?" The people could only say yes, for the banks had reopened; the mumbo jumbo of the NRA Blue Eagle propaganda had given employers a faith that had resulted in jobs, even though NRA economics

were cockeyed; and the farmers were getting government support for their prices. The basic unsoundness of some aspects of the recovery bothered economists; it did not bother the man on relief or the man at work on a public-works dam or building.

The hopefulness, a shy and tentative bloom at first, was to have its setbacks, and it never became rooted until we proved ourselves in war. But even though unemployment persisted right up to the war, the hopefulness could not be choked. And in 1946, despite strikes, "whodunit" squabbles over the meat shortage and other postwar annoyances, the U.S. people stood at a summit of power. They had sidled up to a great war in a badly confused and divided state; they had come together after a disaster of frightening proportions at Pearl Harbor; they had surprised and amazed themselves by their ability to produce guns for themselves and their desperate allies without any ponderable diminution in the supply of butter; they had raised and trained an army from scratch; they had discovered able officers and folk heroes in Marshall, Eisenhower, Patton, MacArthur, Nimitz, Halsey and Spaatz; they had put 300,000 planes in the air; they had conjured up a navy equal to the combined navies of the rest of the world; they had fought their way across 6,000 miles of

ocean to the west of them and they had invaded old Europe to the east of another wide ocean; and at the end of it all they had come through the blood (though not as much of their own blood as everyone had expected) without ever having to land on the beaches of a hostile Japan. A year later their army and air force had disintegrated, but even this did not change the picture of power. For, to adapt Hilaire Belloc's lines about the Maxim gun:

Whatever happens, we have got  
The atom bomb, which they have not.

The U.S. people most certainly did not wish to use the atomic bomb and many of them had a bad conscience about Nagasaki, if not about Hiroshima. But still the power remained. It was a power that was polarized by that of Soviet Russia, but the Russian strength was one of geographical position and vastness, of an invasion-proof glacis, not of a technology capable of mobile war at a long distance from its base.

At home in 1946 we had a working force of 60,000,000, practically all of it on the job. Government economists had predicted 6,200,000 unemployed four months after V-J Day, but the economists turned out to be wrong. Our physical plant was creaky with age and obsolescence in some places; it couldn't get critical raw mate-

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DIESEL ENGINES ARE REPLACING THE "IRON HORSE" WITH WHICH THEY ARE SHOWN. U.S. RAILROADS HAVE 484 DIESELS ON ORDER





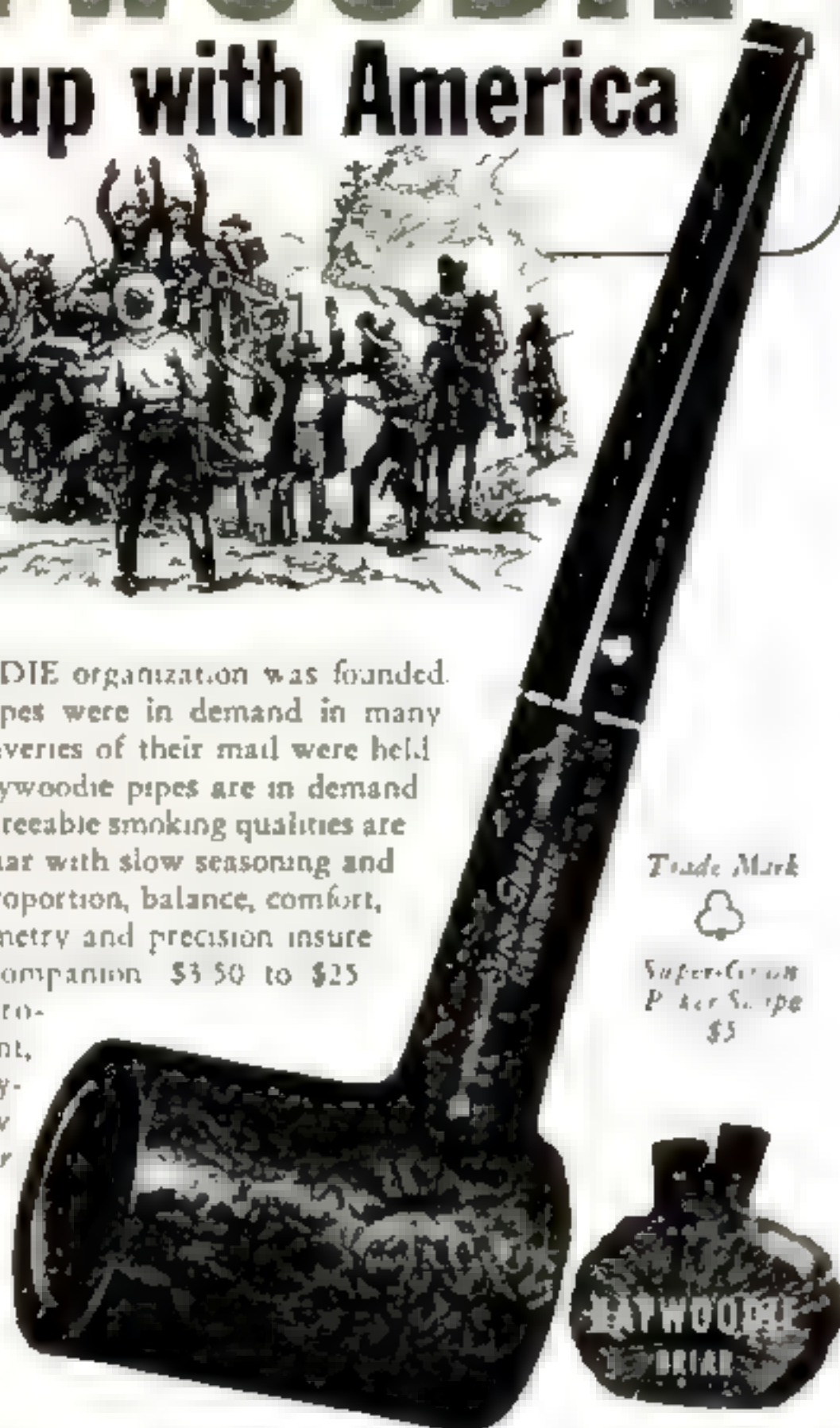
# KAYWOODIE

## grew up with America



In 1851, the KAYWOODIE organization was founded. In a few years, their pipes were in demand in many sections. Stage-coach deliveries of their mail were held up regularly. Today, Kaywoodie pipes are in demand throughout the world. Agreeable smoking qualities are coaxed from imported briar with slow seasoning and painstaking treatment. Proportion, balance, comfort, coolness, free draft, symmetry and precision insure a pleasurable smoking companion. \$3.50 to \$25 at dealers; with Synchro-Stem, "drinkless" fitment, resilient mouthpieces. Kaywoodie Company, New York and London. *Folder on request.* 630 Fifth Ave. New York 20, N. Y.

*Sweeter as the years go by*



Trade Mark

Super-Crown  
Pier Shape  
\$3

S. S. "AMERICA," country's top luxury liner, is welcomed to New York by two jubilant fireboats. Completed in 1941, ship carried 400,000 troops 450,000

## THE BALANCE SHEET CONTINUED

rials; lumber was short; so were freight cars; the workingman was often sulky with a sense that his dollar was cheating him when he took it into a store. But to English manufacturers our productive capacity remained a wonder to behold. The Irvin works of U.S. Steel was still producing steel on a relatively untouched-by-human-hands basis; automobiles were coming off the line at a monthly rate of nearly 400,000 in October. Farm income was up. And the American people, with a sound instinctive sense that the way to release energy is to let it go to work for whatever it can bargain for in the market place, had jettisoned most of the wartime controls. The expected huge inflation (Elliott Roosevelt predicted bread at \$15 a loaf) did not materialize when price control was discontinued, even though the wide credit base that is the curious result of a \$270 billion national debt had spawned plenty of "hot" money.

Roosevelt partisans will doubtless insist through eons of future history that our recovery of nerve in 1936-46 was due solely to the New Deal, with its widely advertised "social gains." Certainly the social gains had something to do with it. Paying bonuses to farmers for not producing may have been shortsighted "reform," but along with the foolishness of the AAA crop limitation there went a good deal of wise propaganda for soil conservation. As a result of the agitation of an idea Americans became conscious of their land and they commenced to tie it down by plowing their fields on the contour, and by controlling their rivers through dam construction in the TVA and other watershed regions.

The social gains accruing to labor through legislation guaranteeing the right to collective bargaining undoubtedly helped the city worker to recover his nerve; the SEC, with its "truth in securities" criterion, gave confidence to the smalltime investor.

However the New Deal contributed to the national recovery of nerve more by its willingness to plug up the holes in moments of extremity than by anything specific. A paradox was involved here, for the intellectual advisers in charge of shaping up the New Deal long-term program lacked their chief's incorrigible Micawberism. Mr. Roosevelt's intellectual advisers took their cue from economics professors who believed the American economy had reached a "mature" state that permitted no new snowballing of investment, no extensive new development, no proliferation of new invention into new industries. The theory had sounded plausible when the banks were closing and when manufacturers were complaining of saturated markets, but similar theories had been floated after the depression of 1873, which was long before the macadam highway grid of modern America had created the many-billioned values of the automobile business. In 1945 an excellent economist, George Terborgh, was to blow the "mature economy" advisers of the New Deal sky-high in a book called *The Bogey of Economic Maturity*, but before Mr. Terborgh had put pen to paper the insatiable demands of war production proved that no nation could ever have a large-enough stock of machines, machine tools and skills.

The American people in the late '30s did not wish to get into war; they felt they had not gotten anything out of World War I and the prospect of new suffering filled them with apprehension. The foreign policy of apprehension could be summed up in the word "neutrality" until 1940 and in the phrase "short of war" there-

**THREE Essential TUBES**

**Sportsman**  
GROOMING ESSENTIALS  
DISTINCTLY MASCULINE  
DECIDEDLY CORRECT

Gift Packages, \$2 to \$10. At Better Stores • JOHN HUDSON MOORE, INC., 663 FIFTH AVE., N. Y. 22





miles as war transport *West Point* during the war. Now after seven months' over-haul, she has completed maiden voyage to England with 972 passengers.

after. The Republicans responded to the Nazi breakthrough in France by skipping Taft and Dewey and nominating Wendell Willkie for the presidency, but the instinct of Willkie was to tackle Roosevelt on the basic "mature economy" pessimism of the New Deal theorists, not the war issue. And Roosevelt himself, even though he had suggested "quarantining" the aggressors as early as 1937, was afraid of bringing the war into the 1940 campaign.

Events in Europe and Asia, however, would not let us alone. In spite of our desires the war prevented a clean-cut argument on the issue of our domestic future—the issue which Willkie posed in his slogan, "Only the productive can be strong and only the strong can be free." And in 1941, first year of the first third term in U.S. history, the American people backed step by step into the war they had hoped to avoid. Tempers were moody throughout 1941, and the struggle between America Firsters and the Committee to Defend America by Aiding the Allies developed some nasty rifts. But if our recovery of nerve seemed doubtful in 1941, the response to the disaster at Pearl Harbor soon proved the contrary. Muttering "the little yellow bastards" (without much thought of what our Chinese allies might say), the country coalesced in the single day of Dec. 7 to fight the "Aryans" of Germany and their "honorary Aryan" Japanese brothers.

From this point on the chips were down; the war would really test us to see just how deep our recovery of nerve had gone. Kids who had grown up in the depression years, when their fathers were on WPA and their older brothers were in CCC camps or studying on grants from NYA, moved dazedly into the Army. At first everything went wrong; the GI word for it was *snafu*. But the Japanese were turned back at Midway, and Sherman tanks from Detroit, shipped around the Cape of Good Hope to Suez, gave Montgomery the crucial last-minute edge over Rommel in North Africa. Our Army of dazed boys was slowly transformed into a unit that clicked like a professional football team. The factories, emerging from the *snafu* of conversion, commenced to hum. Stretched almost to the breaking point, our nerves had held.

As we stand at a summit of power it is time for us to write—and sing—our own version of Kipling's *Recessional*. It takes humility, not pride, to work the elements of power into a pattern of greatness. We have voted for economic freedom; the dangers of freedom lie in "boom and bust." Businessmen can provide their own insurance against depression but not by raising prices to the point where the traffic disappears. Labor deserves its share of savings on production costs but it can effectively dissipate any such savings by policies of indiscriminate striking and make-work tactics. As for the political aspects of the labor problem, no doubt the Wagner Act should be made less one-sided, and no doubt something should be done about the jurisdictional strike. But no law is going to promote labor-management harmony; only mutual accommodation and an equitable sharing of the fruits of industry can do that. Both management and labor must realize that the only check upon the individual who has chosen freedom is his own magnanimity.

We have recovered our nerve only to find that the world looks upon a nation of individualists as a nation of barbarian reactionaries. Just which is the real "reactionary," the subject of a collectivist state or the free citizen in the free economy, is a question which will not be resolved in our favor if we refuse to take certain

CONTINUED ON NEXT PAGE

# 4 Reasons Why

## Fleischmann's makes America's Finest Holiday Gift



**1 Fleischmann's "Dry" Dryness!**  
Not just dry - FLEISCHMANN'S GIN is "dry" dry without the slightest trace of "sweetness." In fact, tests show it's 100% dry - a connoisseur's choice, yet priced for you to enjoy!

**2 Fleischmann's Tastel!**  
It's light! It's delicate! A taste found only in FLEISCHMANN'S. It's made with the aid of costly imported botanicals—distilled by a process of continuous distillation.

**3 Fleischmann's Smoothness!**  
It's so soft! So velvety! So very, very smooth! The reason? It's 76 years of "know how"—for no other gin was made in America before FLEISCHMANN'S!

**4 Fleischmann's Mixability!**  
It's priceless for making perfect drinks! The secret is simply that FLEISCHMANN'S provides the ideal "base" for Martinis, Tom Collins, for all gin drinks! It's "balanced" at 90 proof—just right!

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.

*You find all 4 only in*

# FLEISCHMANN'S ...

*America's First Gin*

THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.

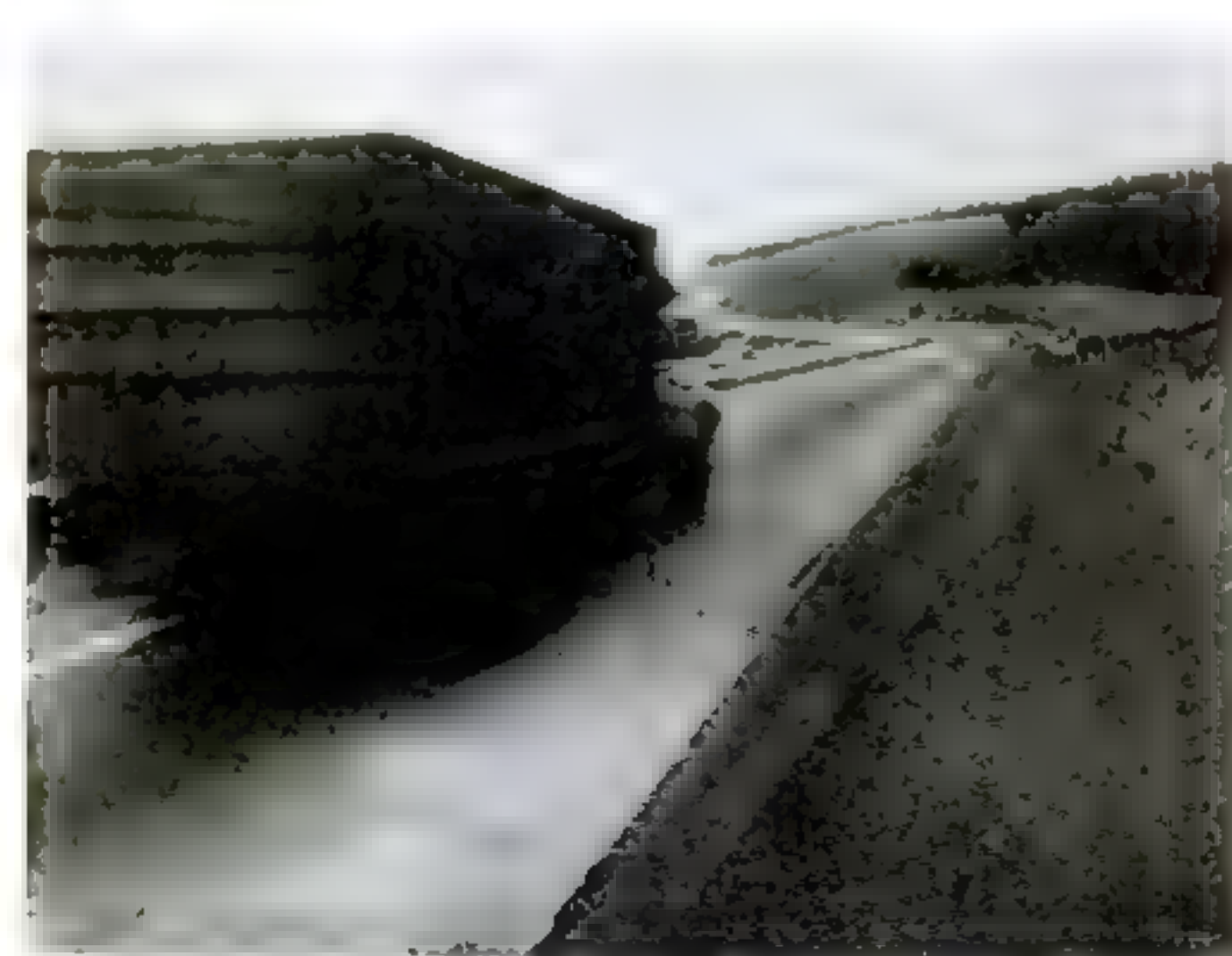


responsibilities. The money problem involved in a colossal national debt; the problems that derive from a check-and-balance system of elections, which has left a Democratic President in the White House in a period of Republican legislative responsibility, will mock us if we lack self-restraint in profit taking and in political action. We are no longer as rich as we were in a basic material sense; a good deal of the Mesabi iron-ore deposit, for example, was shot away in the war with no compensating material return. And while the rest of the world envies our comfort standard of life, the penalty we pay for it is that we are loath to accept responsibilities in the world that might conceivably endanger that standard. It is good to have electric refrigerators, cars, plumbing that functions without giving it any thought. It is good to look forward to what the new industries of electronics, plastics, alloyed metals and atomic-energy development may bring us. But if comfort is our only test of progress, our muscles and our brains will atrophy.

Fortunately there are signs that we no longer put the test of comfort first in all instances. True, there has been a decline in morals throughout the war years; the divorce rate has gone up, and a torrent of magazine articles on "Momism," alcoholism and other neurotic phenomena bespeaks an inner disturbance that is not encouraging. But along with the spiritual upheaval there has gone a countervailing quest for spiritual certainty. If the 1946 public is reading that sardonic story of materialistic debauch called *The Hucksters*, it is also welcoming Somerset Maugham's chronicle of a spiritual quest, *The Razor's Edge*, to the screen.

In the '20s and '30s the comfort test led us into isolationism. But in spite of the fears of those who profess to see a recurrence of this isolationism in the Republican victory, it is hardly likely that we will repeat an old mistake. For one thing, the Republicans even more than the Democrats fear Soviet dynamism; if for no other reason than to counter this dynamism they must support U.N., they must have an active foreign policy. Indeed, the danger is not that the Republicans will revert to isolationism but that they will be tempted by power into the cruder aspects of dollar diplomacy. If we are to get isolationism once more, it will not be due to Senator Vandenberg but to the "don't annoy Stalin" philosophy of those stalwart Democrats, Henry Wallace and Claude Pepper.

Several years ago Walter Lippman, writing on *The American Destiny* in LIFE (June 5, 1939), called upon the U.S. to be to the modern world what Rome was to antiquity. Inasmuch as the German wars of our century resemble the Punic cycle of wars in which Rome destroyed Carthage, the Lippmann adjuration has its point. But when the citizens of Rome stood at a summit of power after the Carthaginian struggles were over, they found they couldn't solve their domestic problems nor could they even summon up a faith that they were worth solving. So Rome gradually frittered its power away. The French wars of the elder Pitt won England practically all of North America. But King George III didn't know what to do with an open frontier and so he kicked a good part of it away. The possession of power is a guarantee of nothing if it is not understood and rightly used. But if the American people have recovered their nerve in the past 10 years, they have not necessarily lost their brains in the process. The next 10 years will give them plenty of opportunity to use both brains and nerve, and if they fail they will have nobody to blame but themselves.



MECHANICAL POWER and technology are things America can be sure of. But they must be used for ends beyond those of a "comfort civilization."



## Here's hope

for those who despair of ever having soft and lovely hair again

A shampoo made with three selected oils is the answer. It isn't a synthetic chemical shampoo. The active cleansing ingredient in Laco Genuine Castile Shampoo is made from olive oil, (its principal ingredient), plus castor and coconut oils. The result is quick lathering . . . deep cleansing . . . and quick, filmless rinsing!

### Hair Made More Manageable

Hair waves set softer, last longer. Your hair is left manageable, you create lovelier hair-dos. And this mild and gentle shampoo does not impair natural hair and scalp oils. To get these better beauty results, ask for Laco Genuine Castile Shampoo at all toiletry counters. Sold on a money-back basis. Get the genuine!



**Laco** GENUINE CASTILE  
**Shampoo**

for Glorious, Manageable Hair!



## Make way for "The Face"!

Gals used to duck Tom. Now he's riding high, wide and handsome. They call him "The Face." What's better—they call him for dates! And he can thank a small pink jar—the jar that offers famous Pompeian Pep Massage.

### HERE'S WHAT TO DO:

(1) After shaving, smooth on Pompeian Milk Massage Cream. (2) Massage vigorously. (3) Now watch that pink cream roll off dirt-grey. See! Your face beams with new color and life. Get Pompeian Milk Massage Cream—at drug counters everywhere. Or your barber will give you a famous Pompeian Pep Massage. Be sure to ask for the original! Pompeian Company, Baltimore 24, Md.

The original pink

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MILK MASSAGE CREAM



**MOJUD**  
A gift of sheer delight



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More of the Equipment  
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A star died a million years ago. It shines anew tonight  
for her because she dreams of love. So with her  
diamond—from all the treasured mine of mines this  
lovely lighted spark is hers alone. Her engagement  
ring-stone must be selected for such a destiny.



It need not be of many carats, for color, clarity  
and cutting are as important as actual weight.

You will need the judgment of a trusted jeweler.

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One-quarter Carat \$110 to \$225



One-half Carat \$275 to \$525



One Carat \$665 to \$1250



Two Carats from \$2000

The prices above for unmounted stones were averaged from a great many stores in July, 1946. Add 20% Federal tax.

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**MARGARET O'BRIEN**—lovable young star of the new MGM production, **"TENTH AVENUE ANGEL"**



**Sensational G-E Electronic Reproducer** recreates recorded music . . . on an electronic wave! Self-protecting genuine sapphire jewelled stylus banishes old style needles. It reveals hidden beauties in even the most familiar and well loved records.

*In all the*

**Self-charging portable** — No more battery worries. It's carefree! It's more fun! Renews its power over and over again. Brings in more stations and has finer tone than many consoles. Built like a battleship, but light and handsome as fine luggage. Ask for Model 250.

**A world of radio at your finger tips!** Globe girdling short wave broadcasts—all your favorite domestic stations at a touch of the controls in Model 220. In clear flowing lines its rosewood brown plastic cabinet gains added beauty from the gleaming grille and deep recessed molding.

**Glorious natural color tone**—tone more beautiful than you ever thought possible from a radio of this size—is yours in Model 200. It's a joy to hear—a joy to look at. Its rosewood brown plastic cabinet with graceful curves and attractive easy to read dial typify the best in modern design.

**General Electric's finest table radio-phonograph**—equipped with the G-E Electronic Reproducer. Revel in its glorious natural color tone! Discover new delight in records, old and new! Cat-quick record changer. Model 303's handsome American walnut cabinet adds beauty to any room.

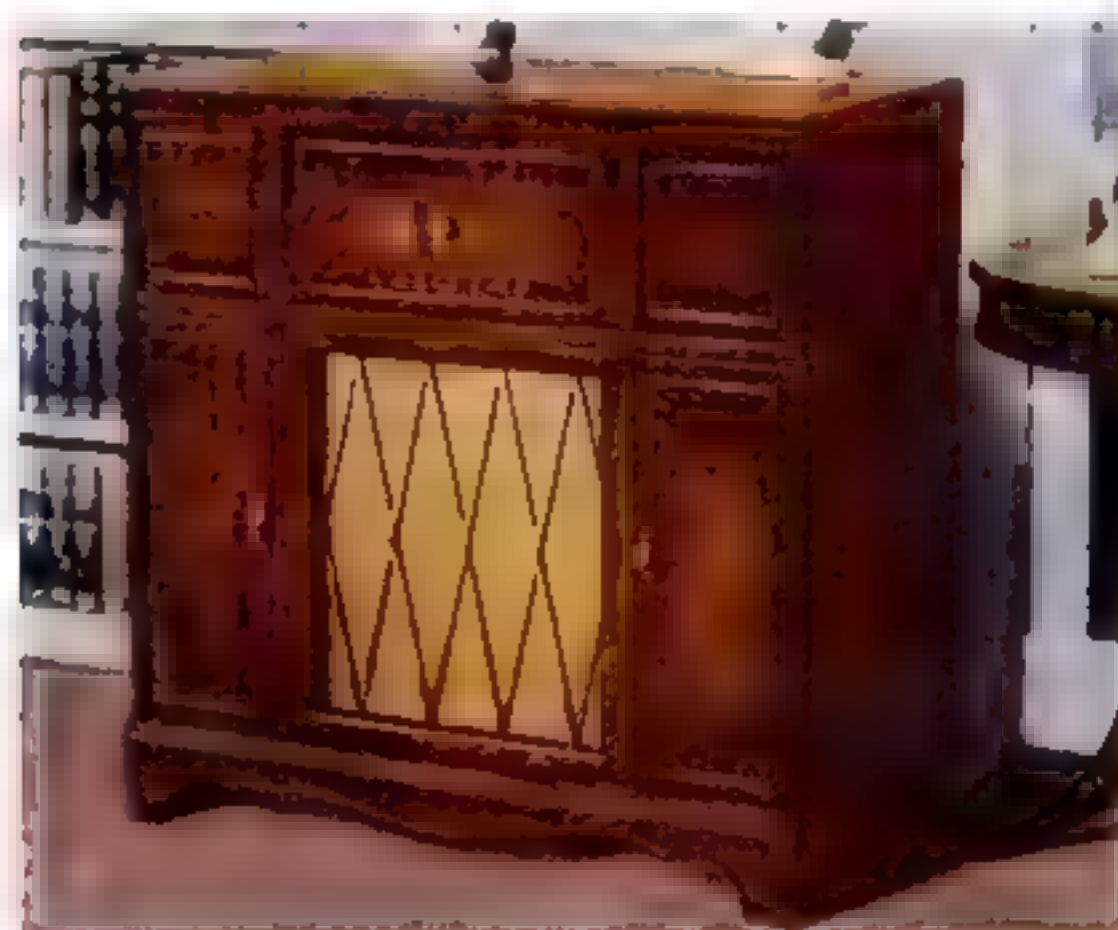






## GENERAL ELECTRIC FM RADIO-PHONOGRAPHS

*Now radio triumphs over its ancient foes: static, fading and station interference! Against a background of velvety silence you'll hear FM programs (genuine Armstrong FM) on Model 502 (at right) in their original beauty. Superb reception of standard and short wave broadcasts, too, and enchanting reproduction of recorded music through the exclusive G-E Electronic Reproducer.*



Thrilling realism of G-E natural color tone radio and record reproduction. Virtual elimination of static, fading and station interference with genuine Armstrong FM. Two short wave broadcast bands, too. Lovely 18th Century-inspired mahogany cabiner. Cat-quick record changer. Yours at moderate cost in Model 417 (at left).

world <sup>★</sup> no gifts like these

**GENERAL  ELECTRIC**

LEADER IN RADIO, TELEVISION AND ELECTRONICS

**natural color tone radios**

Here are magic pass keys to an enchanted realm of entertainment—heard in the full glory of General Electric's natural color tone from both radio and recordings... Here are the new electronic features you've waited for these many years... Here are the new 1947 instruments whose breath-taking beauty matches their unequalled dependability and performance.



*Delighted families throughout America will find this certificate a welcome gift under their Christmas tree. Get your new 1947 G-E Radio at your General Electric Dealer or use this Gift Certificate.*



Don't be alarmed! Wake up to Music! Simply set the hour and the station on this amazing G-E "Wake-Up-To-Music" Clock-Radio and you'll start the day right. Also tunes in your favorite station or program any time, automatically. Model No. 50, the smartest little set of the year.



NEVER SUCH A MAN AS *Sinbad!*

The most amazing rogue of a thousand years of fiction . . . spinner of strange, wondrous tales . . . boldest braggart who ever made his boasts come true! Sinbad . . . in the palaces and harems of ancient Persia!



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MAUREEN O'HARA • WALTER SLEZAK

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**SINBAD THE SAILOR**

with ANTHONY QUINN • GEORGE TOBIAS

JANE GREER • MIKE MAZURKI

Produced by STEPHEN AMES • Directed by RICHARD WALLACE

Screen Play by JOHN TWISS

**IN TECHNICOLOR**



YOUR CHRISTMAS HOLIDAY ATTRACTION





RAYMOND LOEWY SITS IN EXPERIMENTAL DREAM CAR WHOSE COSTLY BODY HE DESIGNED, A LINCOLN CONTINENTAL WITH A PLEXIGLAS TOP AND WHITE UPHOLSTERY

# DREAMS OF 1946

AMERICANS YEARN FOR ROSY FUTURE  
OF RICH CARS AND WONDROUS HOMES

The war, which kept a great many American dreams from coming true, also made the dreams more roseate and wondrous. In 1946 few dreams a man can have seem too improbable, especially when, like most American dreams, they concern either an auto or a home. At the moment the dreamiest dream car around is the one shown above, designed by Raymond Loewy. It does not have removable wings or radar, does have a Plex-

iglas top, silent windshield wipers, a backing spotlight, costs thousands.

During the war years GIs and war workers dreamed of a brave new postwar world that would be full of air-conditioned peace and electronically controlled plenty. Now they find they must wait still longer for that millennium. They would wait far more willingly if they could do their waiting in a setting as pleasant as that on the next page.





## FAMILY UTOPIA

The posed scene above is an honest representation of the dream of most U.S. families. Fanciful as it looks, it is based on the hard statistics of consumer demand and manufacturers' unfilled orders. Beginning with the trim

Colonial house and its generous plot which affords an opportunity for gardening, what Americans want in 1946 are (from left background, working to foreground) convertible station wagon, \$2,890; blankets and towels (being car-





ried), \$50; aluminum ladder, \$22; set of stainless-steel kitchen pans, \$13, automatic washing machine, \$241, television-photograph-radio, \$1,795, vacuum cleaner and gadgets, \$10., being unloaded from truck with plas-

tic hose, \$15, electric stove, \$766, with (to right) dish-washing unit, \$299. Behind the bemused couple is a freezing unit, \$200. On aluminum porch furniture, \$115, six percolator, \$17, toaster, \$19, and iron, \$10. Behind

is a lawn sweeper, \$37. Farther to right is power mower, \$200, aluminum slide, \$37; doll carriage, \$45, and a portable radio, \$60. Hovering over them all, the dream's supreme moment just before waking, is helicopter, \$48,000



# THE SHAVE IS **BETTER** WHEN THE LATHER STAYS **WETTER**



Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather will dry out on your face—give you a shave that stings and burns. What you want is a rich, creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST** and keeps your beard soft and wet the whole shave through.

Get Lifebuoy Shaving Cream for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

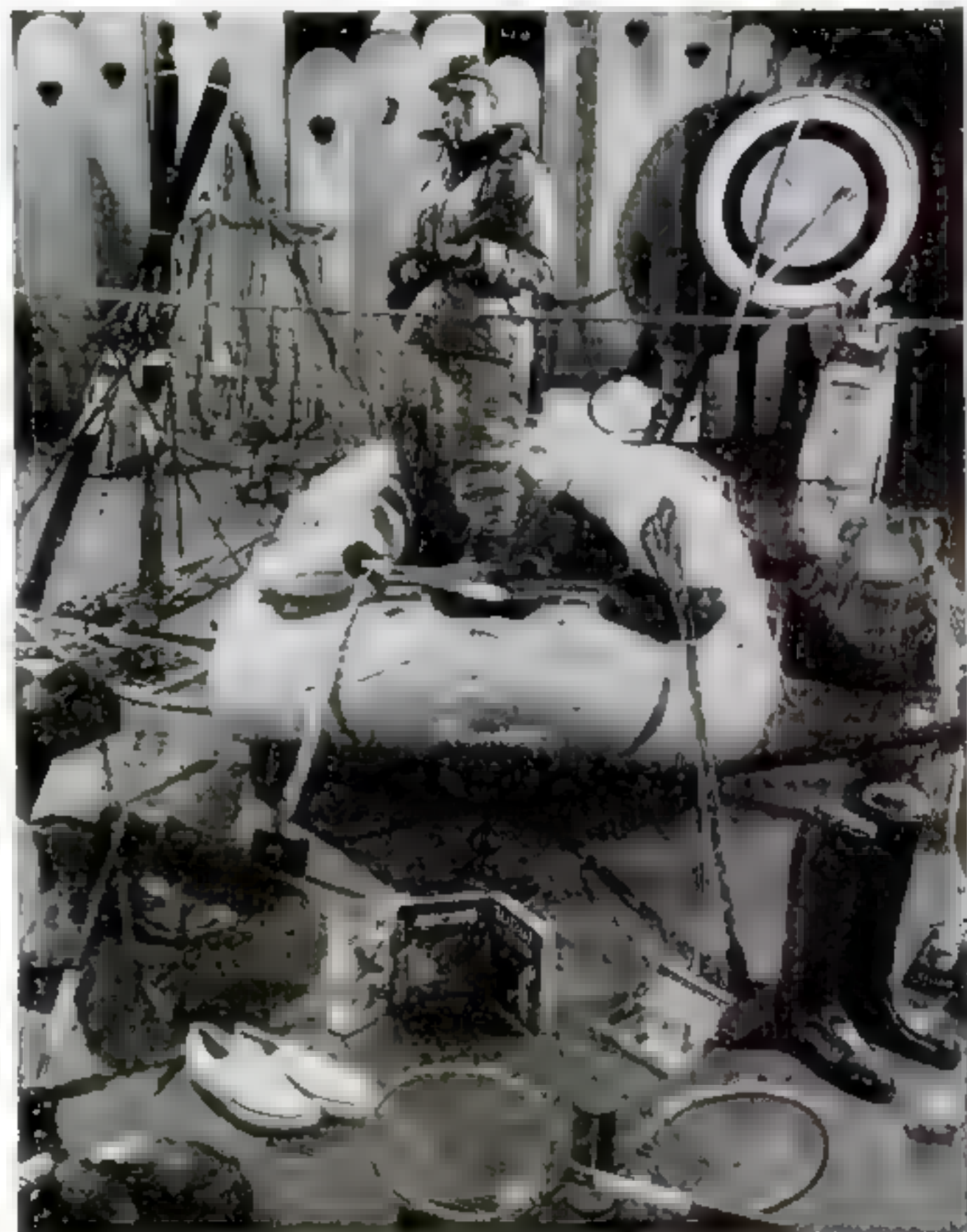
*Try Lifebuoy's  
Stay-Moist  
Lather*



**A WOMAN'S DREAM** in 1946 would probably include most or all items in this picture, which cost about \$1,000,000. Among costliest are a lace dressing gown, \$595, a diamond necklace, \$330,000, and emerald ring, \$300,000, all worn by the model; sable wrap, \$75,000, and mink evening coat, \$10,000, both behind her; emerald necklace, \$75,000, and black evening gown (on bed), \$625.

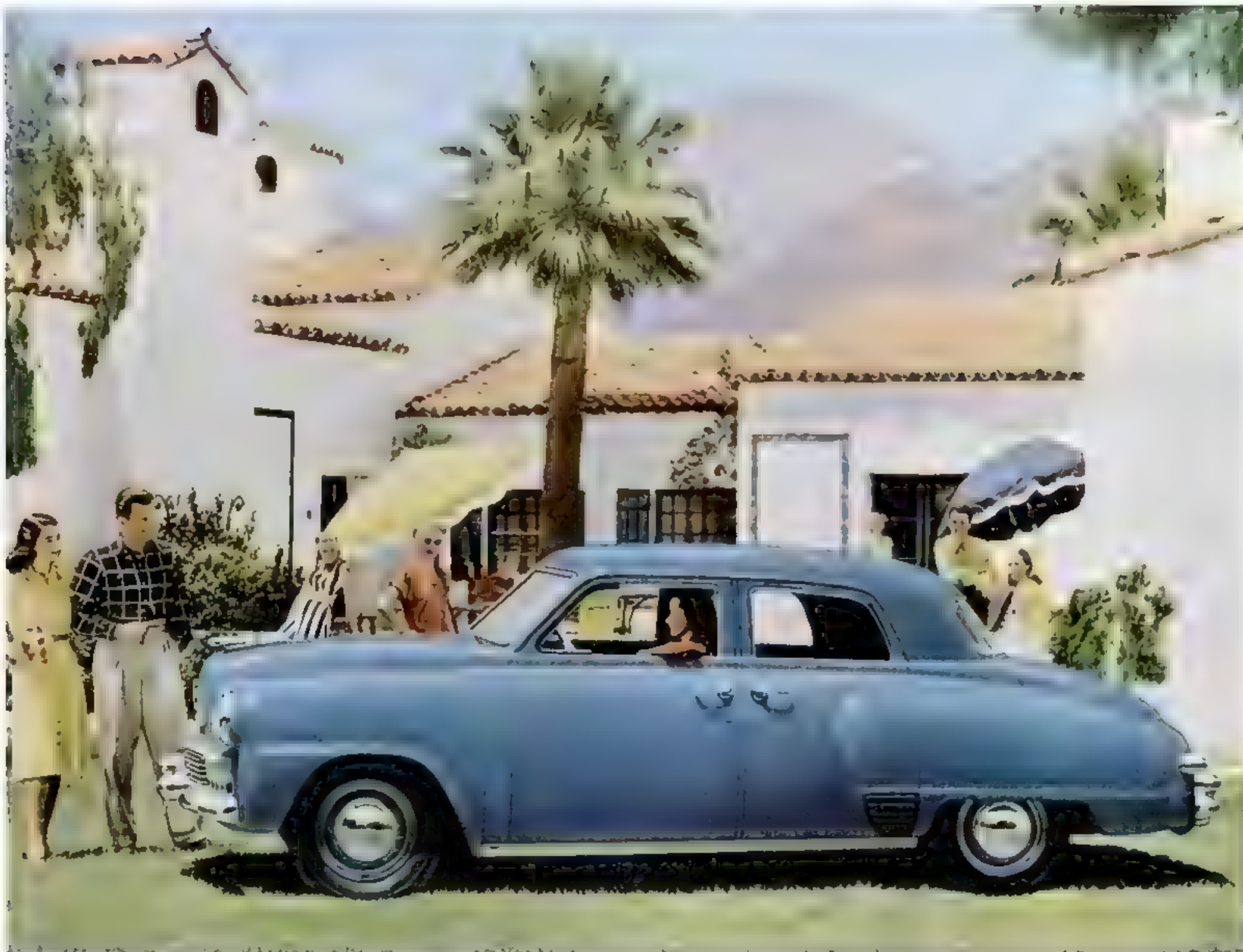
## WON'T YOU LISTEN IN?

"...the trip was marvelous... and many thanks for that delicious, long-lasting **BEECH-NUT GUM** you gave us before we left."



**A MAN'S DREAM** in 1946, when people seem to want more outdoor living and sports than ever before, runs heavily to sporting goods and includes the parka and trousers worn by the model, \$85; his rubber boat, \$70; 12-gauge shotgun, \$562; tennis racket, \$22; steel fly rod and reel, \$45; snowshoes, \$18; golf bag and clubs, \$203; bicycle training device, \$79; bow-and-arrow set, \$33.





Actual color photograph of 1947 Studebaker Champion Regal Deluxe 4-door sedan

## Get real distinction for your new-car money... get this thrilling new 1947 Studebaker



Home-town pride and family pride go into Studebaker craftsmanship—And its high quality is evident in the way Studebaker cars and trucks stand up year after year, mile after mile. Most Studebaker craftsmen have made a lifework of their jobs. Unique father-and-son teams, such as Clayton L. and James J. Ash, shown above, are numerous.

**E**VEN people you don't know come up and enthuse over the distinction of your far advanced new 1947 Studebaker.

So many heads turn to look, your first trips around town, you know for certain you were smart to wait and get this Studebaker's real postwar styling.

Envious motorists everywhere give this revolutionary automobile the kind of attention and admiration that only a celebrity usually receives.

And more gratifying still, the advanced designing of its chassis, as well as its body, assures ease and comfort you never enjoyed before in an automobile.

This new Studebaker is low-to-the-ground for safety as well as for looks.

Most of its weight is down where the laws of gravity work in your favor.

You ride cradled between the axles where road jolts can't reach. And thanks to its unique automatic controls, variable ratio steering and exclusive self-adjusting brakes, this 1947 Studebaker is a magnificently behaving car.

Production isn't adequate yet—so please be patient until your Studebaker dealer can schedule your delivery.

**STUDEBAKER**  
*First by far with a  
postwar car*

© The Studebaker Corporation, South Bend 27, Indiana, U. S. A.







**T**here's a sheik with a sandpail  
— in our fur salon ! ”



It wasn't the sheik ordering sables by the coat-full that unnerved us—we've served our share of rajahs and queens and potentates of one sort or another. But when he asked us to send a sand pail to his son in the Sahara—that only happens once in a desert moon, even at Marshall Field & Company.

. . .

This definitely out-of-town customer reminded us—through one of our staff of interpreters—that our merchandise has a faculty for getting to far places and making our store famous the world over. It's famous, we believe, for more than our great collections of merchandise, ranging from fabulous salt cellars to dolls, from great-designer fashions to love seats and airplanes. We think people are more apt to remember the things we are, the things we do—little things, perhaps, but important. The extra pains a considerate saleswoman takes—a

refund for something that didn't please—a bit of skillful repair work—a tip on a new trend in accessories—kindness to a weary child. There are so many things in a store like ours to fascinate and please you. Won't you come see what we have, what we're doing, the next time you're in Chicago?

*Marshall Field & Company*  
CHICAGO







**be very careful** to give these exciting new Jantzen sweaters only to people you want to have as friends for life. Jantzen sweaters are always very high-powered affairs, all 100% virgin worsted wool, the very finest. It's a fact that many smart women and strong men weep when there are not enough Jantzens to go around, which should give you some idea of how wonderful they are. 3.50 to 15.95 at most stores.



*Jantzen*  
sweaters



## THE RISE AND FALL OF THE STARS



THIS CHART SHOWS THE TEN BIGGEST BOX-OFFICE STARS IN EACH OF THE LAST 10 YEARS. LINES SHOW HOW A FEW HAVE WAXED AND WANED IN POPULARITY

## THE MOVIES

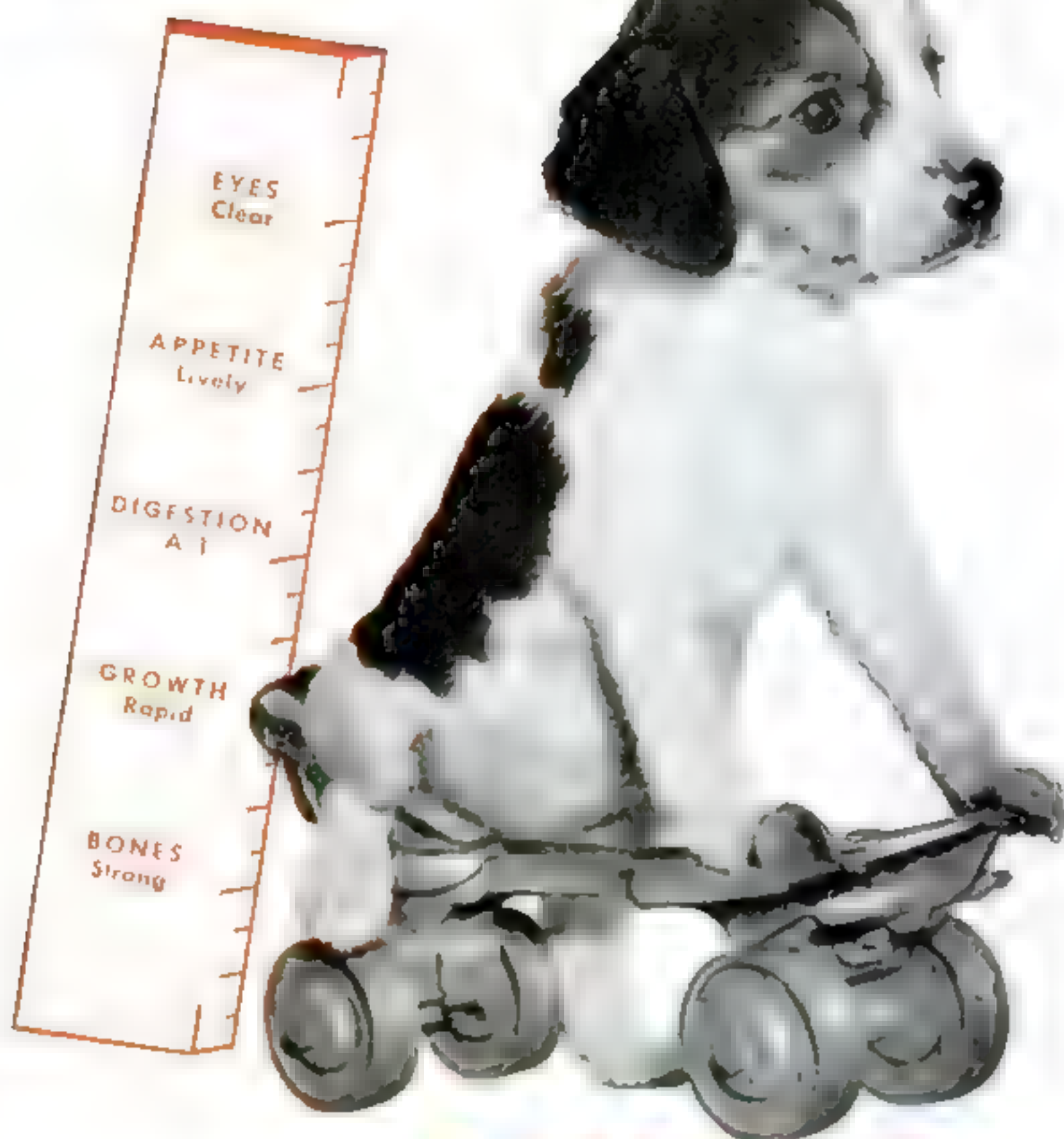
1936 STARS HAVE LASTED WELL  
BUT NEW FACES ARE COMING UP

Each year the *Motion Picture Herald*, a prominent movie trade paper, publishes a list of the 10 stars who have drawn the most paid admissions during the preceding 12 months. The chart above shows who these people have been during the past 10 years. The fact that 100 places are filled by 36 faces is a tribute to the continued popularity of actors like Clark Gable and Bing Crosby; of actresses like Shirley Temple and Greer Garson.

Yet many great Hollywood stars are not represented. Ingrid Bergman, who will undoubtedly be 1946's top female money-maker, does not appear. Neither does the late Carole Lombard, nor Ronald Colman, nor Katharine Hepburn, nor James Stewart. Instead there is a cowboy named Autry, two clowns named Abbott and Costello, an ice-skater named Henie. Whatever their talents, however, the golden 36 were the era's most popular entertainers.



# To get him off to a *GOOD START*



...nourish **EVERY INCH**  
of him with **GAINES!**

● To nourish every inch of your dog, a food must supply so MUCH... so many things that meat alone can't supply. In GAINES there's every type of nourishment that dogs are known to need. So make GAINES the main part of every feeding.

You will find GAINES more economical to feed than any other type of dog food. It's a Meal dogs love. A stand-by of veterinarians and breeders for over 17 years. Largest-selling dog food in America.

## All this Nourishment in **EVERY POUND OF GAINES!**

As much body and strength-building proteins as in 1½ lbs. beef



For strong bones and teeth—the minerals that would be provided by 1¾ lbs. cheese



As much energy-making carbohydrates as in 2 qts. cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1 oz. butter



**ALL THE VITAMINS and MINERALS** dogs are known to need... in more than required quantities

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets



# GAINES

## Complete Meal

*"Nourishes Every Inch of Your Dog"*

Copyright 1946 by Gaines Food Co. Inc. Sherburne, N. Y.

## MOVIES CONTINUED



SHIRLEY TEMPLE SHOWS HER SMILE IN A SCENE FROM "HEIDI" (1937)

## TEN YEARS OF TEMPLE

### SHIRLEY HAS FACED PROBLEM OF GROWING UP

The little girl who led the movie-star popularity list during the first three of LIFE's 10 years spent most of the decade worrying about growing up. For Shirley Temple, maturity was a bugaboo—not the impatiently awaited time for long dresses and grown-up parties but a time when her charm and ability would lose their greatest asset: precocity. By 1940 Shirley had lost her position as 20th Century-Fox's greatest star and, with it, the \$300,000 per annum she had earned while saving the company from bankruptcy. With anxiety her parents, producers and most of the nation watched Shirley mature. Each change was faithfully recorded by the camera. When, at 15, she began to look like a young lady, everyone was relieved to find her still pretty and charming, though a little plump. When she was married last year, most Americans felt suddenly older. Today, as she resumes her acting career, Shirley is back where she was 12 years ago—playing second leads. If she plays them as brilliantly as she did in the days of *Stand Up and Cheer* and *Little Miss Marker*, Miss Temple will be a star again.



IN "HEIDI" Shirley was a poor little girl misunderstood by rich folks.



SONG AND DANCE featured movies like *Little Miss Broadway* (above).





**BLACK EYE** which resulted from a bad fall in 1937 was national news.



**IN WASHINGTON** on a 1938 trip, she met President, took in the Capitol.



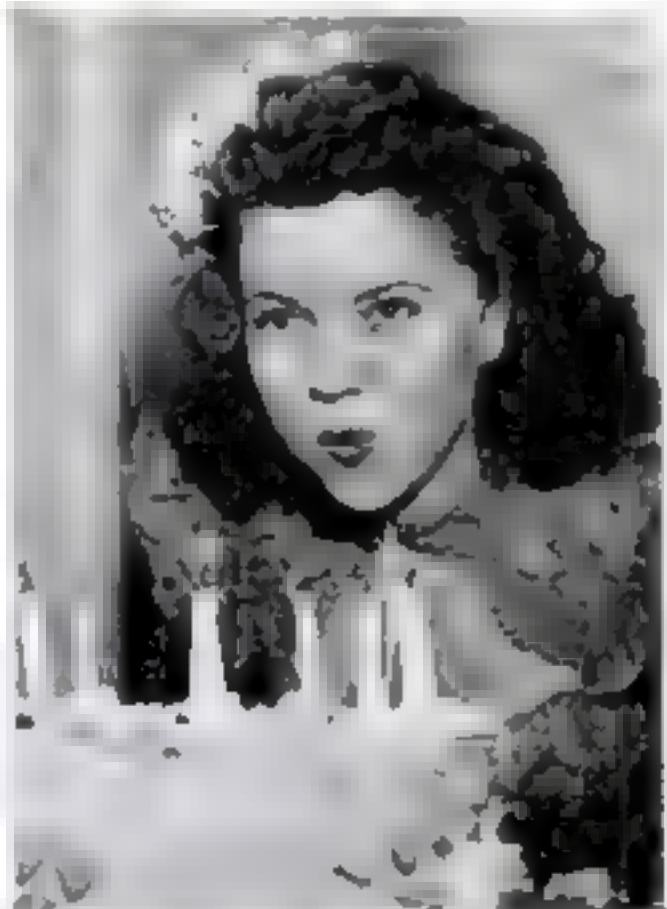
**FIRST EVENING DRESS** came when Shirley, only 12, was fading out.



**GLAMOUR POSE** celebrated first signs of maturity in Shirley, age 14.



**"HAS-BEEN"** was her label when, at 15, she posed with Mary Pickford.



**AT 16** Shirley had a birthday party and blew out all candles with one puff.



**MARRIAGE** to Sgt. John Agar came in 1945 as 5,000 fans waited outside.



**FIRST FILM DRINK** in *Bachelor and the Bobby Soxer* brought protests.

CONTINUED ON NEXT PAGE



# LIONEL TRAINS

*First in the World with Smoke!*

**EXTRA! COMING IN 1947**  
NEW, DIFFERENT



**LIONEL CONSTRUCTION SETS**

Most extraordinary Construction Sets you have ever seen. All aluminum structural pieces. Achieves entirely new construction realism. More news later! WAIT for the new LIONEL CONSTRUCTION SETS.

Of course you are going to get him a LIONEL Train this Christmas! Of course you are going to start to build him a LIONEL model railroad — making it grow year by year. LIONEL Trains are so true to life — so correct in scale detailing — so mechanically perfect that they last a lifetime. The gift of a LIONEL for your SON — is the gift that makes you a boy again! LIONEL locos puff SMOKE — (clean, white, odorless). And some LIONEL Trains this year will be electronically controlled. Ask for the catalog — it tells the whole story.

*The Catalog tells the whole story — send for it TODAY!*

We will also send a book on Scenery Building — and our secret "Pop Persuader" for your SON.

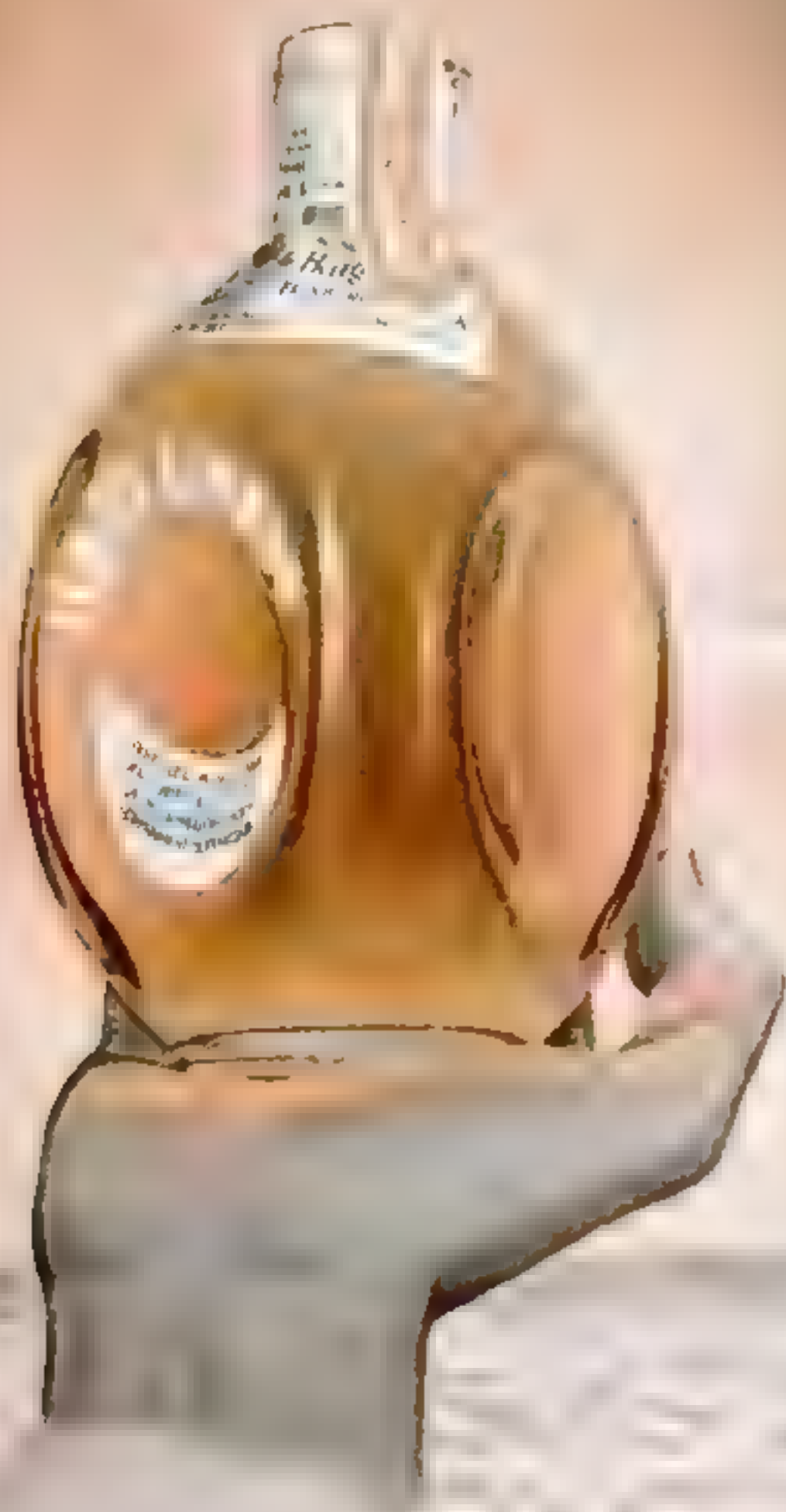


The Lionel Corporation, Dept. E  
15 East 26th St., New York 10, N. Y.  
Please send me the new full color LIONEL TRAIN catalog, also the secret "Pop Persuader" and the book on Scenery Building. I enclose a DIME to cover postage and packing.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
(Please don't delay! Mail today! Send 10c for mailing.)



THE MOST FAMOUS  
BOTTLE  
IN THE WORLD



**HAIG & HAIG**  
*The Oldest Name in Scotch*

IT HAD TO BE BETTER TO ENJOY SUCH  
UNIVERSAL PREFERENCE FOR 319 YEARS



BLENDED SCOTS WHISKY 86.8 PROOF • SOMERSET IMPORTERS, LTD., NEW YORK

## MOVIES CONTINUED



GREATEST MOVIE SUCCESS OF ERA WAS "G. W. T. W." WITH VIVIEN LEIGH

# TOO MUCH SUCCESS

## MOVIES MADE MORE MONEY THAN PROGRESS

"Over at Universal City they almost made a great picture," jibed the late Humorist Wilson Mizner, "but they caught it just in time." The trouble with the movies in the last 10 years is that they were too successful. Relentlessly the average weekly attendance rose, from 80,000,000 in 1936 to 95,000,000 in 1945. The movies seemed to be just what their U.S. customers wanted: entertainment. If it was "the art of democracy," as producers' Spokesman Eric Johnston hopefully proclaimed, the resemblance, like that to actual persons or events, was purely coincidental.

From the day in 1903 when Kinetoscope patrons excitedly witnessed the first connected movie drama, *The Great Train Robbery*, until the middle '30s, great progress and experimentation had marked the history of this new art. Thereafter it seemed to level off artistically. A mass product, made at astronomical and often profligate cost, could profit only by appealing to a mass audience at the mass level of taste. Experimentation became risky and rare.

The happy prisoners of their own creation were the producers. They had not come to serve Art, but in the last decade Art, in the form of better talent, came from all over the world to serve them. The artists often found themselves inhibited by the restrictions of the producers' and the public's tastes, and also by the continuation of the star system. The top stars, like Betty Grable and Clark Gable, were adored less for their talent than for their personal beauty and sex appeal; they were enshrined in the glittering pantheon of Hollywood; they bestowed their favors with autographs on admirers whom they (privately) labeled pests. So often were stars identified with their roles that Bing Crosby, after starring as a Catholic priest was forced by public pressure to divest himself of certain race-track interests.

During the decade movie-making, though it grew less outrageously extravagant, became even more expensive. Production costs swelled from \$135,000,000 to \$401,577,800. At the same time the long trust-busting arm of the New Deal descended on the monopolistic practice of block-booking. Decrees finally obtained at the end of the decade now compel producers to sell each movie on its merits. It is no longer necessary to buy *Howdy Toots* in order also to book *Gone With The Wind*.

The box-office receipts of that gaudy but stirring spectacle of lace and chivalry passed \$32,000,000—20 millions more than any other film of the period. The publicity campaign, which began with a celebrated search for the proper star to portray Heroine Scarlett O'Hara, raised such wide interest that it was eventually only necessary to refer to the movie by its initials, "G.W.T.W."

In its maturity the motion picture turned less to history or journalism, the arts or the classics (save perhaps Disney's great *Snow White* or *Pinocchio*), and more to pure entertainment. There were the goofy comedies like *My Man Godfrey* (1936), the showy westerns like *The Plainsman* (1936), and the nostalgic musicals like *Meet Me in St. Louis* (1944). Pageantry and pseudo-history, always on the grand scale (*Mutiny on the Bounty*, *San Francisco*, *Wilson*), enjoyed a long vogue, followed by psychological films like *Spellbound*.

The intentions of the Hays Office moral code were violated regularly, but without disturbing the letter of its laws, by an epidemic of movies dealing with homicide, larceny, kidnaping and sex crime. At no less alarming a rate came the biographies. No tin-pan-alley composer, no actor, no statesman was safe from biographical treatment, often

CONTINUED ON PAGE 75





*For Your  
Merry Christmas*

## Delivered by INTERNATIONAL

**W**hat a job the stores of America do on deliveries—and literally a miracle job at Christmas.

Junior's train, bike and sled; sister's dolls, toy dishes and bright red coat; mother's purse, lamp and house-coat; dad's slippers, matched irons and pipe...all with the same unalterable "must"... "Won't you please be sure to make delivery in time for Christmas!"

Working long hours, carrying full loads, untiring truck drivers perform the impossible.

And working with them you'll find a unique truck—the International DeLuxe Delivery Truck.

This unusual truck has an all-steel Metro Body. One of its jobs is to carry up to double the

number of light packages that a conventional truck of the same length carries.

Another is to maneuver swiftly in and out of traffic.

Another is to load quickly and easily and then to unload quickly and easily.

Still another is to start quickly from your house for the house three doors away.

Watch an International DeLuxe Delivery Truck at work. See how superbly it does all these jobs.

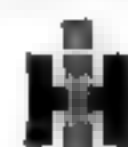
Of course it is economical to operate and gives long, trouble-free service. It's an International Truck—a product of International Harvester. And the performance of International Trucks is so

outstanding that for 15 years *more* heavy-duty Internationals have served American commerce and industry *than any other make*.

So watch your Christmas deliveries. Watch for International DeLuxe Delivery Trucks—deluxe deliveries in time for Christmas.

**Motor Truck Division**

**INTERNATIONAL HARVESTER COMPANY**  
180 North Michigan Avenue Chicago 1, Illinois



**Other International Harvester Products:**  
FARM POWER AND EQUIPMENT  
INDUSTRIAL POWER . . . REFRIGERATION

*Tune in James Melton on "Harvest of Stars" every Sunday, NBC Network. See newspapers for time and station.*

# INTERNATIONAL



# Trucks



"Of course women notice men's shoes!"

...says

Bonita Granville

starring in MGM's "UNCLE ANDY HARDY"

"A man's shoes indicate whether he has good taste, and pride in his appearance. The Rand Shoe has that correct look that impresses women."

Slip your foot into a Rand, Feel its Freematic

insole mold to your foot and nestle your

arch. Watch it add style and comfort

your foot has never known

before. Get acquainted with

the Rand Shoe today!

...also Randcraft Shoes for men and young men at lower prices

The RAND Shoe

MADE BY THE WORLD'S LARGEST SHOEMAKERS

ROBERTS, JOHNSON & RAND • DIVISION OF INTERNATIONAL SHOE COMPANY • ST. LOUIS 3, MO.

## MOVIES CONTINUED

outrageously inaccurate, and the movie industry, unlike the Mint, did not wait for its subjects to be enshrined by death. In 1945 and 1946, films were undertaken or contemplated on such diverse lives as those of Johann Strauss, George Gershwin, Cole Porter, Chauncey Olcott, Sime Silverman (late editor of *Variety*), Will Rogers, Jack Benny, Dolly Madison, Anna Pavlova, Joan of Arc, Johnny Appleseed, Nurse Kenny, Robert Burns, O. Henry, Billy Rose and Sun Yat-sen.

Hollywood crusaded rarely and usually in safe fields like those of religion (*Going My Way*) and the evils of drink (*The Lost Weekend*). Only as the fascist nations began to close the doors on U.S. films



BETTY GRABLE

before Pearl Harbor did Hollywood stir to attack their ideologies, although movies like Walter Wanger's *Blockade*, about Spain, Charlie Chaplin's *The Great Dictator* and, more notably, a series of strongly sociological films from the Warner Brothers bucked the trend. Some of these efforts, indeed, brought the industry under frequent investigation. But no accusations of "communism" against the \$2 billion industry and its well-fed workers could be supported by any evidence within the films they made. There were unquestionably a few leftists of varying hue among the scenario writers, but Shirley Temple, once listed among the alleged communists, later lent her youthful talents to the national Republican ticket.

Occasionally, however, exceptional films reflected the spirit of the times. While *Dead End* (1937) and *The Grapes of Wrath* (1940) looked back at a depression now safely past, *Mr. Smith Goes to Washington* (1939) marked a growing interest in cleaner politics. *Citizen Kane* (1941) was an excellent, unsympathetic study of a publisher whom moviegoers had little difficulty identifying as William Randolph Hearst. In a gesture both petty and yet somehow magnificent the aging press lord was able to decree that the name of the film's producer and principal character, Orson Welles, should never again be printed in his newspapers.

One instance in which successive movies mirrored a national change of political sentiment concerned the Russians. Laughed at heartily in *Ninotchka* in 1939, the Soviets suddenly became an object of near-adulation in 1943 in a film of Joseph E. Davies' much-criticized book, *Mission to Moscow*. Angered, the pragmatic philosopher, John Dewey, described the movie as "the first instance in our country of totalitarian propaganda for mass consumption. . . ."

The coming of World War II had less effect than might have been expected on the look and sound of pictures. Perhaps the best war films were *Mrs. Miniver* (1942), a study of the blitz in England; *In Which We Serve* (1943), an English picture made by Noel Coward which told the story of a destroyer, and *The True Glory* (1945), a joint Anglo-American documentary of the Normandy landings.

Perceiving as the war ended that uniforms were "box-office poison," the movies beat all other industries to reconversion. Save for a few films dealing with the warriors' readjustment to civilian life, what U.S. movies had to offer the atomic age was indicated on the mid-November marquees of big New York theaters: *The Jolson Story*, *Margie*, *The Killers*, *Two Years before the Mast*, *Blue Skies* and *Deception*. Since moviegoing was an ingrained American habit, such acknowledged escapism was making money. But it was not leadership. Meanwhile the prewar international supremacy of American films waned as studios sprang up in even such unlikely lands as India. This was a source of real concern. Many a Hollywood product recovered only its costs in the U.S., making its profits abroad. Politically the Soviets were easing the Hollywood product from the areas which they were subtracting from the area of Western thought and culture. Artistically and financially the English film industry was making a strong competitive bid. The English were producing something Hollywood had never thought of: simple, straightforward movies (like *Brief Encounter* and *Vacation from Marriage*) in which—of all things—people and events seemed real. A frump cooking in her kitchen looked like a real frump in a real kitchen, not like Greer Garson scrambling eggs in an anteroom of the Taj Mahal. To match the greatness of films like England's *Henry V* and to meet the economic necessities of a less accessible foreign market, Hollywood at the end of the war decade would need not only cunning but art, inventiveness and, above all, courage.

—OLIVER JENSEN



SNOW WHITE



# Smoothest Christmas Gift for him—and you!



**World's only Razor with  
Automatic Blade Changer**

**50% FASTER—**

**100% SAFER—**

**200% SMOOTHER!**

Automatic repeater changes blades instantly. Just pull, push. Nothing to assemble. No papers to unwrap.

Blade automatically locks in correct shaving position. Double thick blades last 3 times longer.

Patented guard bar holds each hair erect, cuts with maximum closeness.

Close, no-nick shaving under nose and lips is easy.

Cleans instantly. Just rinse, shake, put away. Extra blades, 20 for 75¢.

## SMARTLY GIFT WRAPPED

For just \$1.25, here's a Christmas gift that will make any man (or woman) grateful the whole year 'round.

It's the razor 7 out of 10 men in service wanted above all other razors. The world's fastest, safest, smoothest shaver. Handsomely wrapped in a gay Christmas package.

**\$1.25**

Better buy one at your dealer's right now . . . because the supply is limited.

INCLUDING  
20 BLADES

**EVERSHARP**  
**SCHICK INJECTOR**  
**RAZOR**  
**WITH 20 BLADES**



© 1946, Eversharp, Inc.



# TEN YEARS OF

# *American Art*

## LIFE REVIEWS THE RECORD OF A LIVELY, IMPORTANT DECADE

Ten years ago, in its first issue, LIFE launched an ambitious art program which, in quantity of coverage and popular appeal, soon grew to be something unprecedented in American journalism. The program began by reproducing in color some paintings by John Stuart Curry of Kansas. Curry was then, along with the Midwestern Regionalists Grant Wood and Thomas Benton, the biggest news in the world of American art. His work hung in the liveliest art galleries and the most conservative museums. He had been commissioned to do murals for federal buildings in Washington and had been appointed "artist in residence" by the University of Wisconsin. But what particularly interested LIFE was that Curry was an American painter and LIFE was then, and still is, concerned with American art. Its stories have followed the growth of American regionalism in the late 1930s, reported the work of realists, romantics and satirists. It has commissioned artists to do scenes of American history and legend. Finally it set up a large corps of artist correspondents who did notable work reporting the war. On the following pages LIFE presents a cross section of the art it has reproduced since 1936.

The period reviewed in these pictures is not merely a typical decade of American painting but a period of enormous importance in the country's art. In this decade painters came closer than they ever had to reaching the American public, and the public, for the first time, found itself understanding and appreciating the work and place of the American artist.

In 1936 there were two dominant factors in U.S. painting. One was the prevailing interest of U.S. painters in the U.S. The other was the existence of the vast WPA art project which acquainted the average American with a larger quantity of art than any country had produced in one period since the time of the Italian Renaissance. The interest in the American scene led artists to seek as subjects those things that were most typical of American as opposed to European life. Artists who, a decade before, would have been painting in Paris,

now did their painting at home. Since American typicality was found more sharply defined in rural rather than cosmopolitan city life, the trend took on the character of an artistic "back to the farm" movement. For a time the Iowa barn took somewhat the same position in American painting that the Madonna had occupied in the painting of 15th Century Italy. Hundreds of American artists occupied themselves with an unprecedented and often inspired record of American history and geography. One result of their endeavors was an equally unprecedented and fruitful interest in art on the part of the American man in the street, who liked to look at paintings reflecting his everyday surroundings, problems and ideals. Regional American art became so popular that it even effected a minor revolution in advertising, many of its top exponents becoming steady features of magazine ads for cigarettes and whisky.

Not all American regional art was good art, and not all American artists were regionalists. American painters like John Marin, Max Weber and Ivan Albright stuck to individual styles in which the subjective impressions of the artist's mind were more important ingredients than the objects that he painted. By 1944 their influence over American painters had begun to turn the tide against the regionalists and other American realists. Museums and galleries from coast to coast blossomed out with a vast new crop of symbolic and non-realistic paintings. The climax of the new trend was reached this year when Iowa, once the citadel and symbol of U.S. regional painting, became the scene of one of the most important exhibitions of abstract and subjective art in U.S. history (see pp. 78-79).

The pendulum's swing between realism and abstraction will probably continue as long as there are artists. It is probably less important as a lesson in esthetics than as proof that American art is on the move. Art has had fine realists and fine painters of cubes and fantasies. The significant thing is that, over the past 10 years, America has shown itself capable of producing both.





**TORNADO OVER KANSAS** (above), by the late John Stuart Curry of Kansas, appeared in the first issue of LIFE 10 years ago. Curry joined Grant Wood of Iowa and Thomas Benton of Missouri as a leader of a school of American scene painters. Turning their backs on European influence, the trio painted realistic scenes of everyday American life.

**DAUGHTERS OF REVOLUTION** (below), by the late Grant Wood, started controversies which are still raging. In 1940 the Sons of the American Revolution demanded that the picture be withdrawn from public sight. The artist himself, who often worked over a year on a canvas, said the picture was a "pretty rotten painting carried by its subject matter."







**HUCK FINN** was done by Thomas Hart Benton for the Missouri State House in Jefferson City in 1936, when the post offices and government buildings all over the U.S. were blossoming out in murals.



**MAIN STREET** was part of a mural painted by Paul Cadmus in 1937 for the Treasury Department's Art Projects. In 1934 Cadmus' satire, *The Fleet's In*, brought a bitter complaint from the U.S. Navy.



**RED BUILDINGS IN SUNLIGHT** were painted with photographic realism by Italian-born Luigi Lucioni, who belonged to pretty-picture school of art, which reached height of popularity in the 1930s.



**COUNTY FAIR** was done by Waldo Peirce with the joyful gusto that characterizes all this New England artist's work. During the past 10 years Peirce became famous through paintings of his children.



**NOON** was done in 1935 by Doris Lee when this Woodstock, N.Y. artist was following the popular trend of painting American scenes. Her later paintings are less realistic, more imaginative and decorative.



**LIGHTHOUSE AT TWO LIGHTS** was painted in Maine by Edward Hopper of New York, who represented no school of painting but his own, nevertheless had considerable influence on U.S. artists.

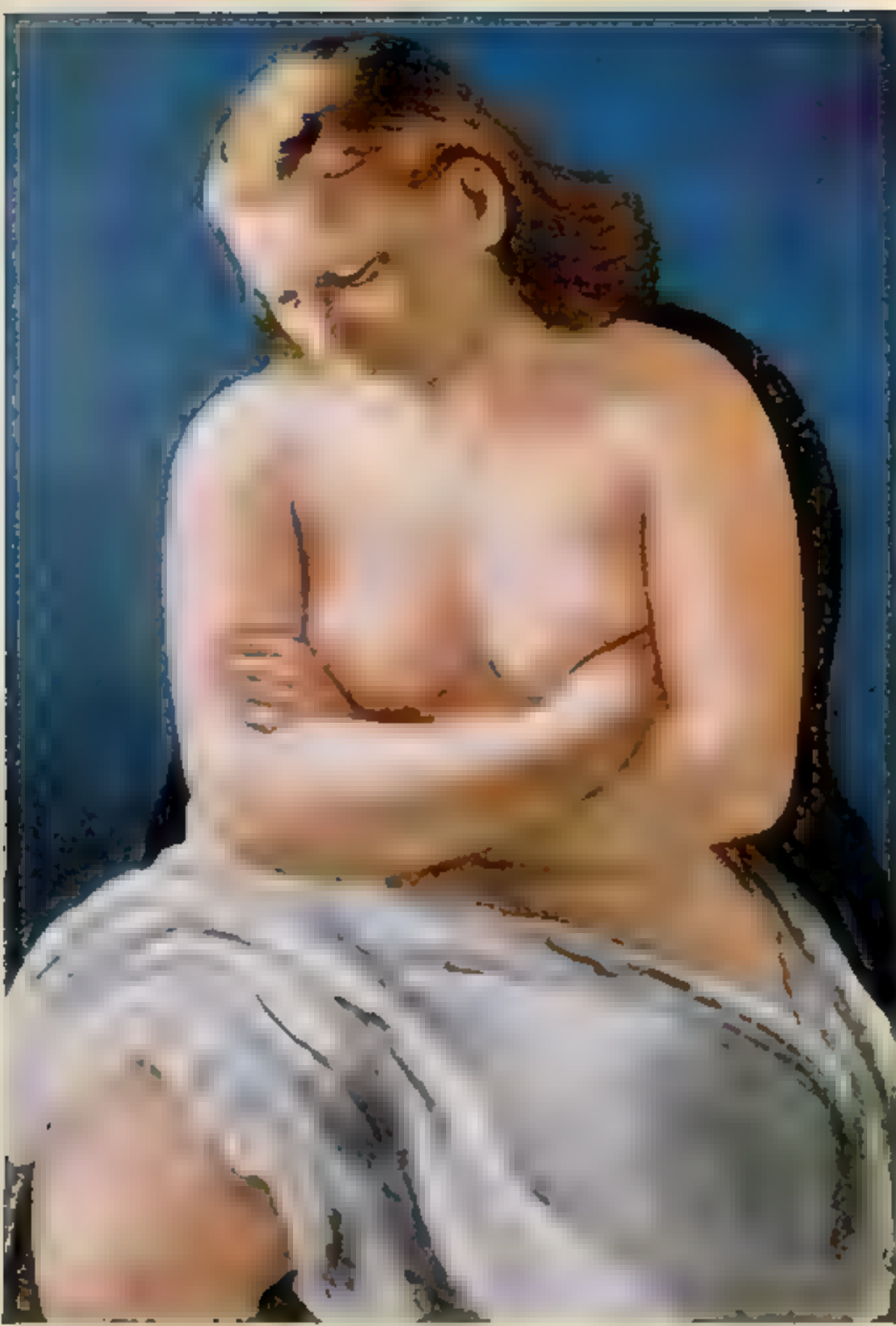


**GEORGIA JUNGLE** was painted by Alexander Brook. Here the artist added his own poetic interpretation to a regional subject. His canvas won \$1,000 first prize at the 1939 Carnegie show in Pittsburgh.



**JANITOR'S HOLIDAY** in Vermont was done by Paul Sample, who, like many of his contemporaries, became artist-in-residence at a university in 1938. Sample lives and works at Dartmouth College.

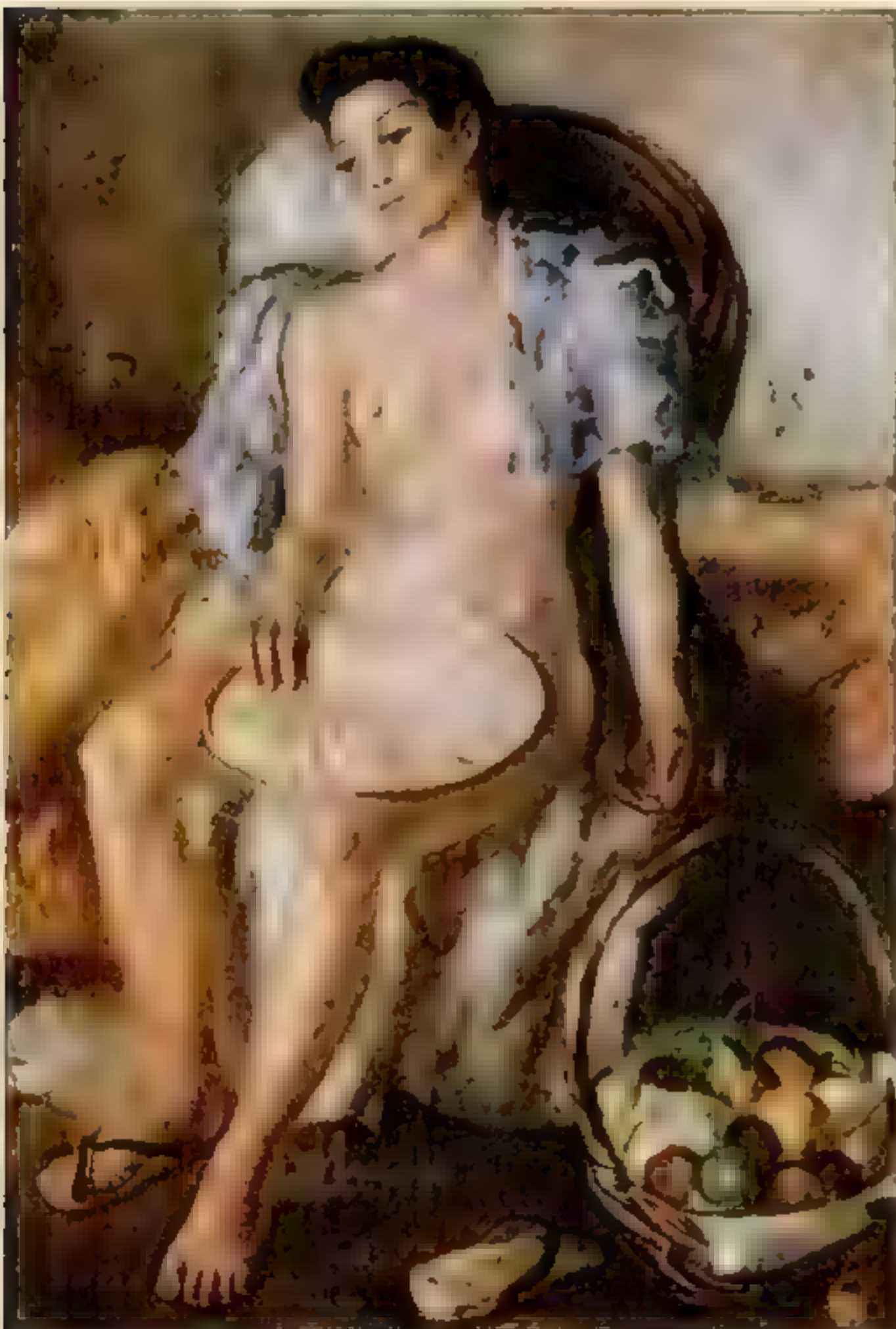




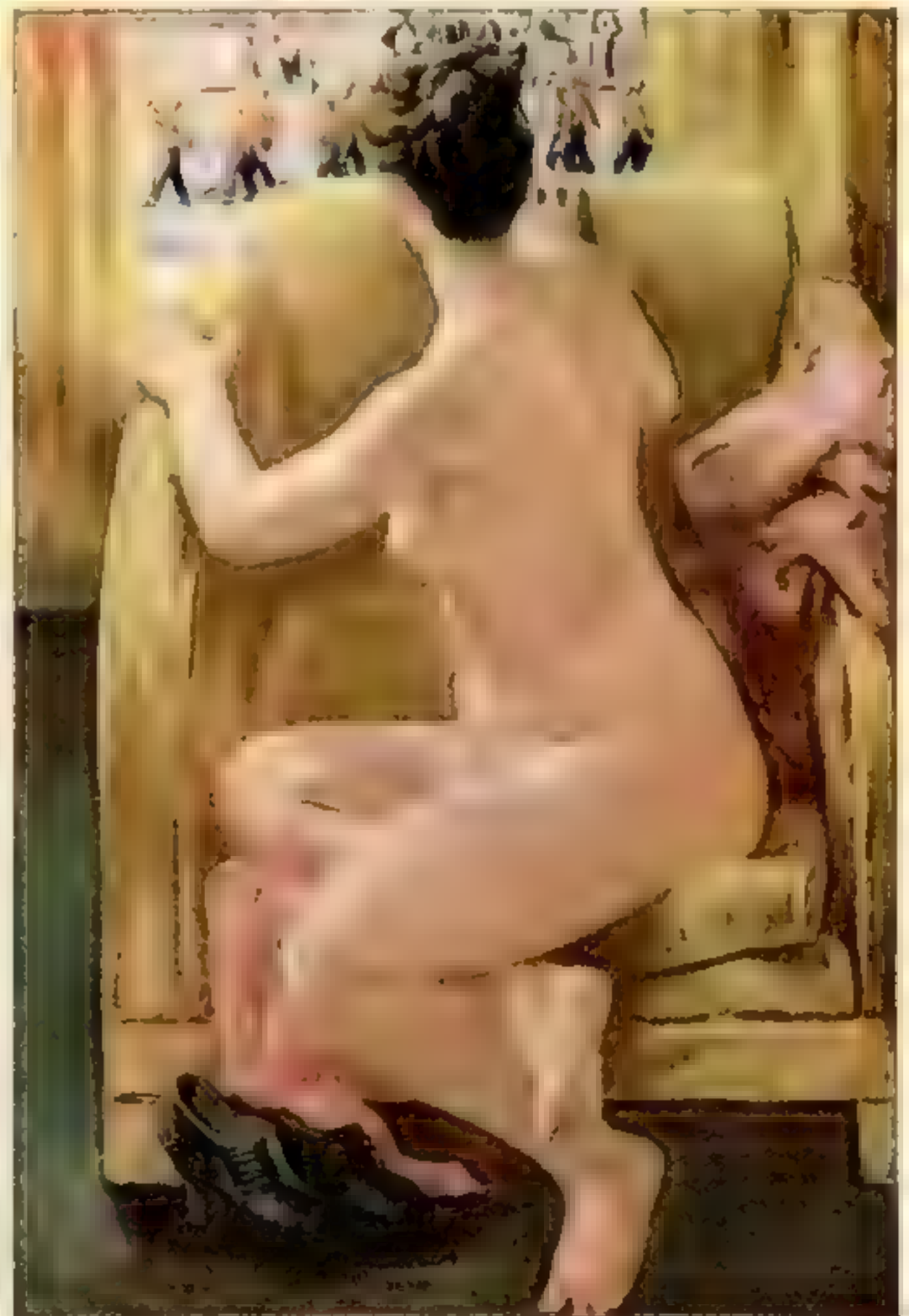
**SEATED FIGURE** was painted by Gladys Davis, who, with her husband Floyd, became a LIFE artist-correspondent. Gladys Davis' strong painting has made her one of outstanding artists of today.



**WHITE LACE** is one of many portraits of his wife painted by John Carroll. While fellow artists turned more and more toward regionalism and realism, Carroll remained an imaginative romanticist.



**SOUTH WIND** was painted by Paul Clemens in 1937. Like many U.S. painters, this artist was strongly influenced by French Impressionism but Clemens was able to develop his own individuality.



**THE PARADE** by Russell Cowles is realistic storytelling applied to nudes. During the past few years Cowles has been painting romantic landscapes which emphasize the lush beauty of nature.





**THE DRY RIVER** by Peter Hurd of New Mexico is an example of the painting done by younger artists, who began to supplant Benton, Curry and Wood during the late 1930s. Hurd, a LIFE war artist-correspondent,

is one of leaders of American scene painters in the Southwest which has produced its own group of painters. As the Hudson River School painters did a century before, these artists made their own corner of the country famous.





**REFLECTIONS ON A SHOP WINDOW** is a still-life study of a Chicago antique shop by Aaron Bohrod who, while other regional artists painted the country, gave his attention to the city. Bohrod's Chicago became as familiar a part of the American scene as Grant Wood's Iowa (below) or Peter Hurd's New Mexico (opposite page). Bohrod quickly grew away from mere regionalism and developed a style all his own, which strengthened and developed during the war when he traveled to Europe and the southwest Pacific as a LIFE artist-correspondent.



**20-CENT MOVIE** is the sort of satirical art Reginald Marsh has been turning out for the past 15 years and which he painted through the years when the wave of American scene painting swept the country. Just as Bohrod concentrated on Chicago, Marsh has been busily painting New York. But Marsh was always primarily interested in people and particularly in the low life of the city. He never caricatured the people he portrayed. He drew them with gentle humor and always with warm understanding and respect for their frailties and eccentricities.



**DINNER FOR THRESHERS** was done by Grant Wood in 1933 at the beginning of enthusiasm for literal American scene painting. Here Wood showed Iowa farmers sitting down to a hearty noonday meal after a hard morning's work of threshing wheat. The stylized precision with which the artist painted this familiar farm scene of men in overalls, aproned farm women, and red barn made this one of the most popular paintings of the 1930s. Through exhibits and reproductions Wood's paintings reached the U.S. public when America politically

was talking isolationism, and it was the time when Wood, like Benton and Curry, announced publicly that he had turned his back on all European influence. Wood, Benton and Curry believed that the only good American art was that which depicted the artist's own back yard and immediate environment. The public acclaim given this Midwest trio encouraged younger artists to join this school which emphasized regionalism rather than fine painting. From this younger group, however, grew artists who insisted that subject matter alone was not enough to make a canvas a work of artistic merit.

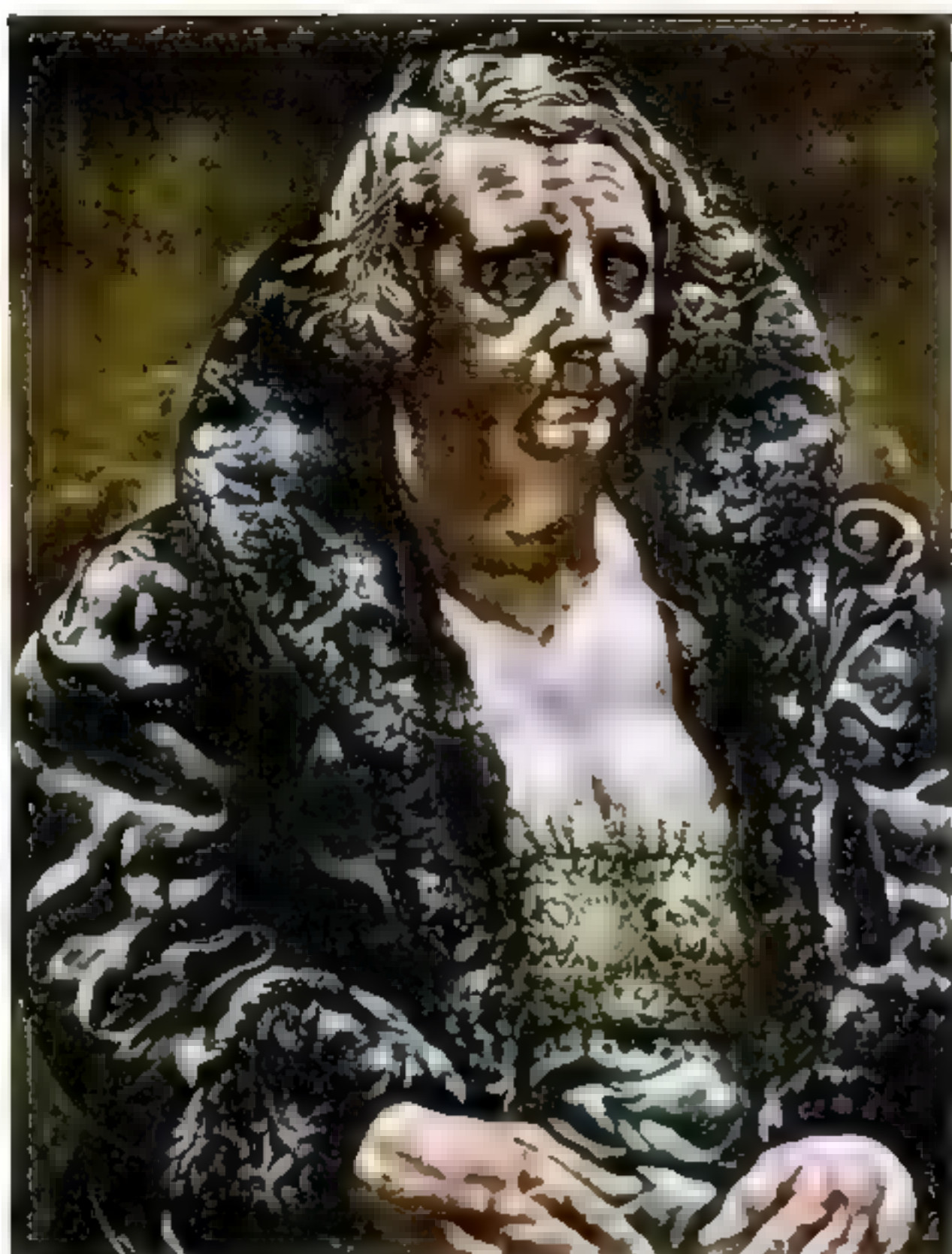


**HARVEST**, showing Missouri farmers threshing wheat, was done by Joe Jones, one of younger painters who went through the phase of regional painting. Jones now paints more personal and less literal canvases.



**LOVERS IN THE CORNFIELD** is a stylized version of a New England corn patch by Angelo di Benedetto of Colorado. Here the artist was not interested in a literal scene, but simply developed a pleasing pattern.





**WOMAN** is by Ivan Albright, who became well-known by painting the picture of Dorian Gray for the movie. He represents a trend in art which has been called "visceral" and "vulgar."

## IOWA CORN BELT FOSTERS NEW TREND IN U.S. ART

The stream of art which for a decade flowed out of the Midwest was abruptly reversed last summer when, at the University of Iowa, heart of the Midwest school, a strange-looking set of paintings was exhibited. It was the kind of art shown in these pages. But it was certainly not the kind of art that the corn belt was used to producing or seeing. The corn belt's response was mixed. Students and artists enthusiastically hailed the death of regionalism. An Iowa newspaper editor flatly said such paintings could be done only by the mentally unbalanced. The head of the university art department moderately observed that, though the exhibit gave the impression of a world gone crazy, artists simply reflected the world they lived in.

The Iowa show dramatized a startling turnabout in the trend of U.S. art. No longer willing to paint literal, realistic paintings, American artists were turning to violent and extreme approaches. Some, following Albright (*left*), did paintings which seemed pathologically realistic. Some, like Priebe (*top, opposite page*), gave free play to their own, almost surrealist fancies. Others turned to expressionists like Beckmann (*bottom, opposite page*). Brooding over the whole change was the old master of modern American art, Max Weber (*below*), whose imaginative but comprehensible work is one of the strongest influences on American painting today.

The history of art progress has often been marked by sudden and extreme revolt against the existing standards followed by the adoption of the soundest results of these revolutionary experiments. Today U.S. art may be simply in a mood of perverse revolt. Or it may be at the beginning of a newly forceful and creative era.



**TRANQUILLITY** was painted by Max Weber, great pioneer of modern art in the U.S. Weber, who experimented with cubism even before Picasso, is the link between French moderns and American art-

ists. The opposite of American scene painters, Weber does not copy nature, but rearranges, simplifies and distorts reality to express what he feels about a subject. He is, above all, the artists' artist.





**THE PIEBALD GIRAFFE** (*above*) was painted by 33-year-old Karl Priebe of Milwaukee, who belongs to a new group who incorporate surrealism into fanciful paintings of their imagination.

**CARNIVAL** (*below*) by Expressionist Max Beckmann was bought from show which included painting above. Beckmann tries to show "the idea which hides itself behind so-called reality."







**THIRST**, showing an exhausted soldier drinking milk from a coconut during a lull in battle, was painted by David Fredenthal, who was one of the 28 artists covering the war for LIFE. To American

artists, the violence and misery of war was a disturbing challenge. Some, like Fredenthal, met the challenge with paintings that are among the best and most compassionate ever done by Americans.



# IT'S THE WORLD'S BIGGEST BOMBER!



## The new B-36

Photographed during its third test flight out of Fort Worth, Texas

**Y**ou're looking at the gigantic new B-36 in flight—the biggest land-based bomber in the world!

Designed and built by Consolidated Vultee and the U. S. Army Air Forces, the B-36 dwarfs any other bomber now in existence.

With its 6 "pusher-type" Pratt & Whitney Wasp Major engines of 3000 horsepower each, the B-36 is designed to carry 10,000 pounds of bombs a distance of 10,000 miles.

If this country should ever be attacked, by an aggressor nation, this mammoth plane, operating from bases available to the United States, could

drop an atomic bomb on *any city in the world.*

In the mighty B-36 America can seek and find assurance that the U. S. Army Air Forces are constantly striving to maintain this nation's position of leadership in the air.

Consolidated Vultee workers are proud that they were selected to work with the U. S. Army Air Forces in designing and building this great new addition to America's strength in the air. *They have a right to be!*

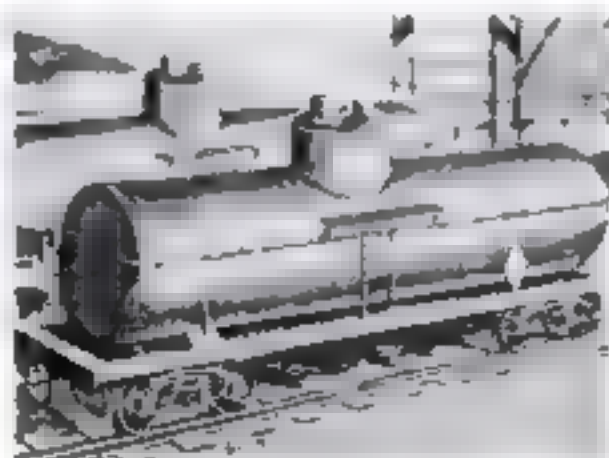
## CONSOLIDATED VULTEE AIRCRAFT CORPORATION

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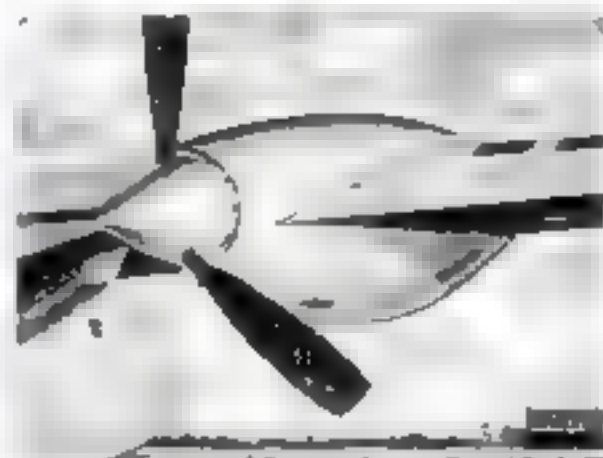
LET'S KEEP AMERICA STRONG IN THE AIR!



With its crew of 15 men, the B-36 has a maximum bomb capacity of 72,000 pounds.



Two tank cars are needed to carry the 21,000 gallons of gasoline to fill the fuel tanks of the B-36.



This giant bomber has six engines with a total of eighteen thousand horsepower.



The tail fin of the B-36 stands almost as high as the average 5-story apartment building.



The 230-foot wingspread of the B-36 is 10 feet more than that of two B-24 Liberator bombers.



# LIFE'S



## READERS' CHOICE

During the past 10 years photographers have taken thousands of pictures of girls and sent a large proportion of them to LIFE. This shot of Chli Williams was taken by Ewing Krainin and printed

in LIFE's Sept. 27, 1943 issue. Riding the wave of pin-up-girl popularity, Chli's picture drew 100,000 letters, making her all-time readers' choice. Today Chli is in Hollywood, floating around as an extra.



# GIRLS



## EDITORS' CHOICE

This picture of Rita Hayworth was taken by Bob Landry and printed in *LIFE's* Aug. 11, 1941 issue. When they first saw it, *LIFE's* editors thought it the best girl picture ever taken. They have never

changed their minds. When this photograph appeared, Miss Hayworth had just made her first big hit, *Blood and Sand*. She has since become a full-fledged star, wife to Orson Welles and a mother.





Come over on the  
Sunny Brook side!



Enjoy the whiskey that's  
*"Cheerful as its Name"*

You'll be thankful—plenty—when you taste  
OLD SUNNY BROOK! For here's a rich and  
bountiful harvest of prime, ripe whiskey flavor.  
Yes, sir, good cheer reigns round the board where  
this smooth Kentucky whiskey "makes" the drinks.

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WHISKEY—A BLEND

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LIFE'S GIRLS CONTINUED



JOAN CAULFIELD was photographed half a dozen times for LIFE before she made its pages. A cover girl and leading actress, she became a movie star.

## DECADE WAS HEYDAY OF THE MODEL



Pin-up girls (see previous pages) achieved fame during the war but the decade's all-round most desirable girl was a photographer's model. She was the girl to be seen with, to spend money on, to marry. The best became cover girls and movie stars like Joan Caulfield, Nancy Guild. Kay Aldridge (left), a three-time LIFE cover girl, forsook films to marry a millionaire.



NANCY GUILD was a University of Arizona freshman when she modeled a hat for LIFE (above). Movies grabbed her, jumped her right into big roles.

CONTINUED ON PAGE 86



"And jewels of fabled Samarkand  
are drab beside her *Moon-white Hand*"



*Pacquins*  
HAND CREAM

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE



"Moon-white" hands  
that do a baby's daily  
wash? Of course!

If you think that washing clothes *must* mean red, rough, flaky-dry hands... you're just not in the know! You should know about snowy, fragrant Pacquins Hand Cream! This delightful, fluffy cream seems sheer magic! It helps make that "housework" look disappear from your hands... in its place there's a softer, smoother look.



Doctors and Nurses were  
first users of Pacquins

Doctors and nurses scrub their hands in soapy water from 30 to 40 times a day. So, naturally, they need *extra rich* lubrication to help overcome the drying effects of soapy-water scrubbings. Pacquins was made just to answer that need. Super-rich... it quickly helps overcome the drying effects of hard work and rough weather.



● Not greasy or sticky. You'll find this snow-white cream pleasant to use... as so many people have. Yes, more people use Pacquins than any other hand cream in the world!





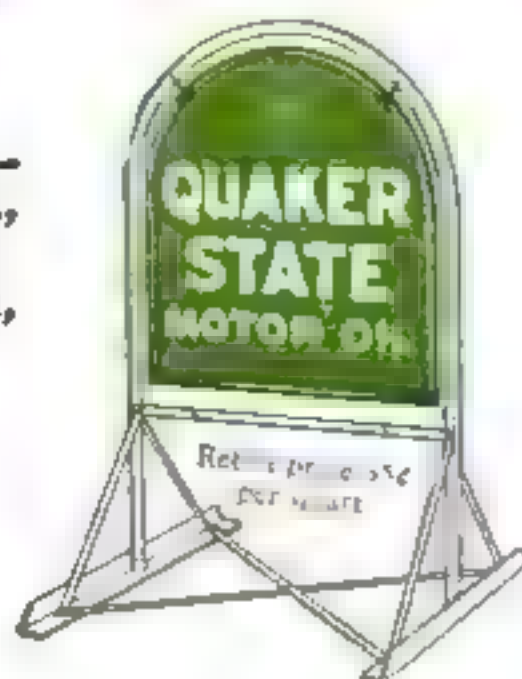
## How to start quick as a flash

**O**FF like a comet the speedy bob races—out to set a record with no time to spare! Down the slippery course it glides, smooth and fast and friction-free. For fast starts are a habit with champion bob-teams—the experts will tell you, you can't win without them!

Why not follow the bobsledders' lead—and prepare your car now for fast starts this winter? Change today to Quaker State Cold-Test Motor Oil. Refined from pure Pennsylvania grade crude oil, and developed especially for winter duty, Quaker State Cold-Test Motor Oil has been scientifically perfected for quick starts and smooth running through millions of miles of cold-weather driving.

Just ask for—and be sure you get—  
"Quaker State Cold-Test Motor Oil."  
Quaker State Oil Refining Corporation,  
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*For Almost Half a Century  
the World's Premium Quality Motor Oil*



MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION



**BRENDA DIANA DUFF FRAZIER** was 17 in 1938 when she became the season's glamour girl. She is now married to John S. Kelly, has a daughter.

## THE GLAMOUR GIRL REACHED HER PEAK

The girl of the upper classes during the decade was the glamour girl, a debutante who through beauty, position and press agency became the show girl of cafe society. The greatest and most genuine glamour girl was Brenda Diana Duff Frazier who, her debut coinciding with the strapless evening gown, made one of the most famous of all *LIFE* covers (above). No successor to Brenda ever filled the role of glamour girl quite so appropriately as this beautiful millionaire-heiress. Later war deprived deb's of glamour and even of individual parties (below).



**MASS DEBUTS** replaced individual coming-out parties in wartime. This is San Francisco's 1945 mass party. This year individual debuts are now back.

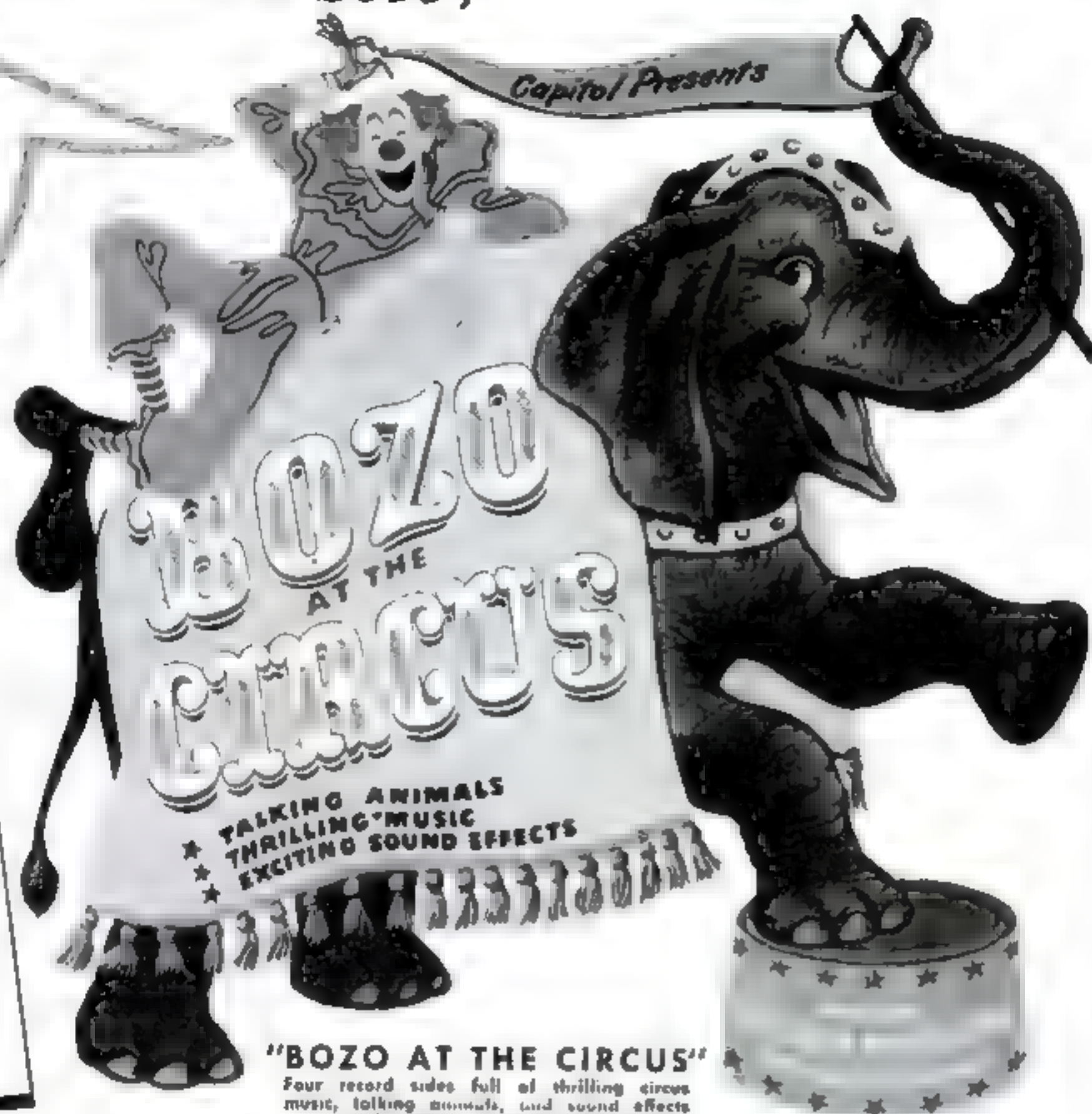
CONTINUED ON PAGE 11



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**"BOZO AT THE CIRCUS"**  
Four record sides full of thrilling circus music, talking animals, and sound effects... synchronized with a colorful 22-page picture-book. —\$2.70

"Bozo at the Circus" is a brand new way to amuse kids and solve your Christmas gift problems. It's one of many Capitol children's albums which bring you fascinating tales and music by Hollywood's greatest entertainers. Capitol albums are a wonderful solution to gift shopping for everybody. No tiresome searching... no run-away prices to worry about. Just walk into your nearby Capitol dealer.



**MARGARET O'BRIEN** — "Goldilocks and the Three Bears" — told by this delightful little star, with an enchanting musical setting. —\$2.25

**THE GREAT GILDENSLEEVE** — Radio's funnyman chuckles through "Hansel and Gretel" and "The Brave Little Tailor". —\$3.75

**FIBBER MCGEE AND MOLLY** — The beloved radio couple in their greatest broadcast — their imitable version of "The Night Before Christmas". —\$3.00



**TEX RITTER** — "Children's Songs and Stories" as they like 'em. An exciting set of "folk tales". —\$3.15

**RUSTY IN ORCHESTRVILLE** — Musical instruments "talk" in this tuneful and highly educational novelty series. —\$2.55

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**CAPITOL**  
Gift  
Albums  
FOR  
**EVERYBODY!**  
Check 'em off  
NOW!

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Johnny's friendly drawl with the Pipers' sparkling harmony —\$3.75

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Bob's hilarious appearances before the Armed Forces. Ideal gift-memento for G. I.'s. —\$3.75

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Each disc spins with thrilling, sparkling excitement. Top band, top arrangements. —\$3.15

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Piano, guitar, bass and King Cole's voice in amazing interpretations... intriguing technique. —\$3.15

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Enchanting melodies by Paul Weston's orchestra —\$3.15

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Eight cowboy ballads right off the range —\$3.15

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The versatile, lovely queen of the keyboard, with Paul Weston's orchestra —\$3.00

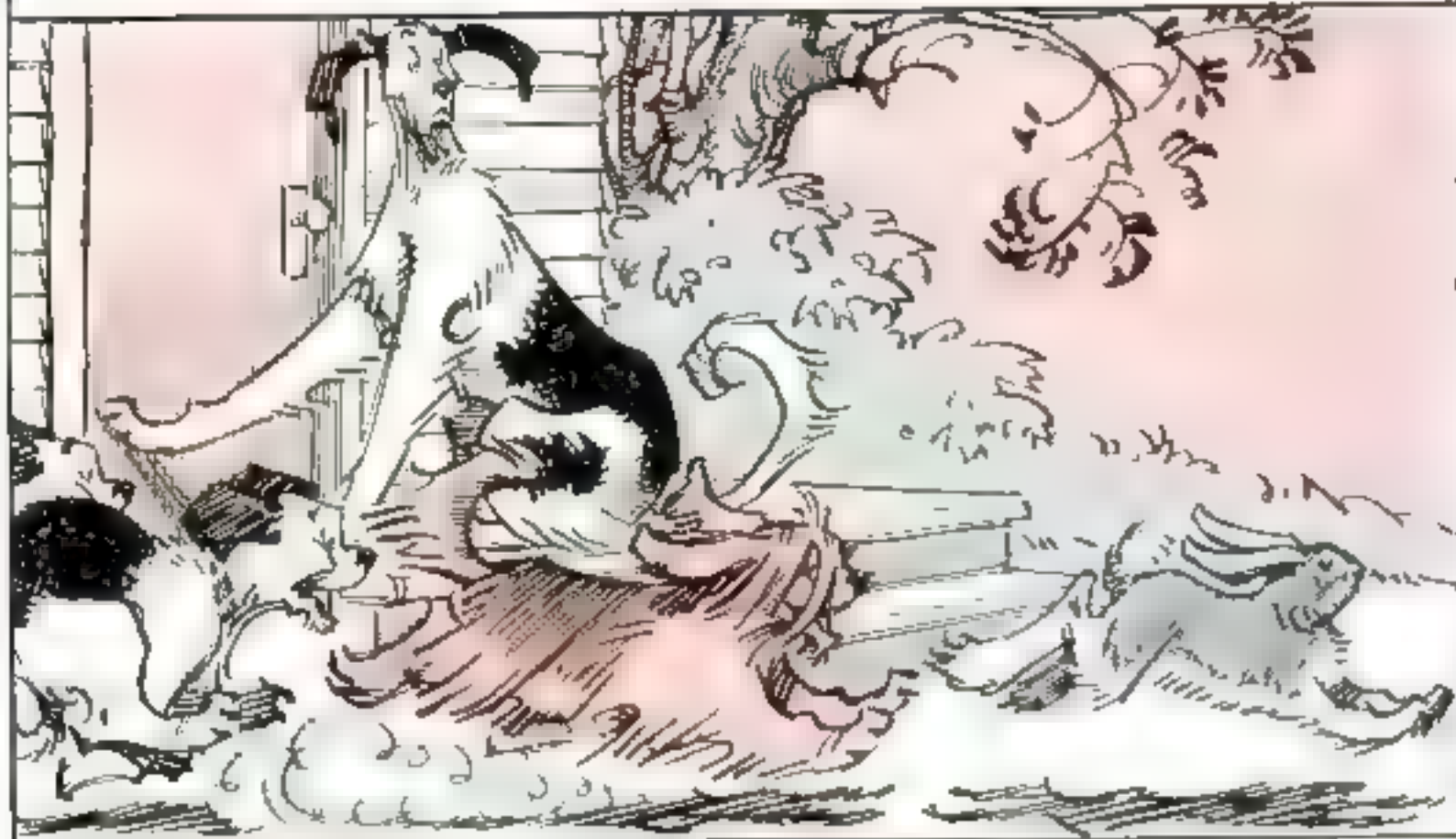
☐ **HISTORY OF JAZZ**  
Jazz — recreated by musicians who made it great; 4 volumes, 40 sides. ALBUMS CE-16, 17, 18, 19, \$4.50 EACH

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## NAPOLEON AND UNCLE ELBY



When it's time for Red Heart it'll take more than a playful rabbit to get Napoleon away from the door! For Napoleon knows that Red Heart offers him not one grand flavor—but three! Beef, Fish and Cheese . . . each one a taste treat especially prepared to tempt his appetite. And by feeding them in rotation, Uncle Elby makes every meal a zestful event!

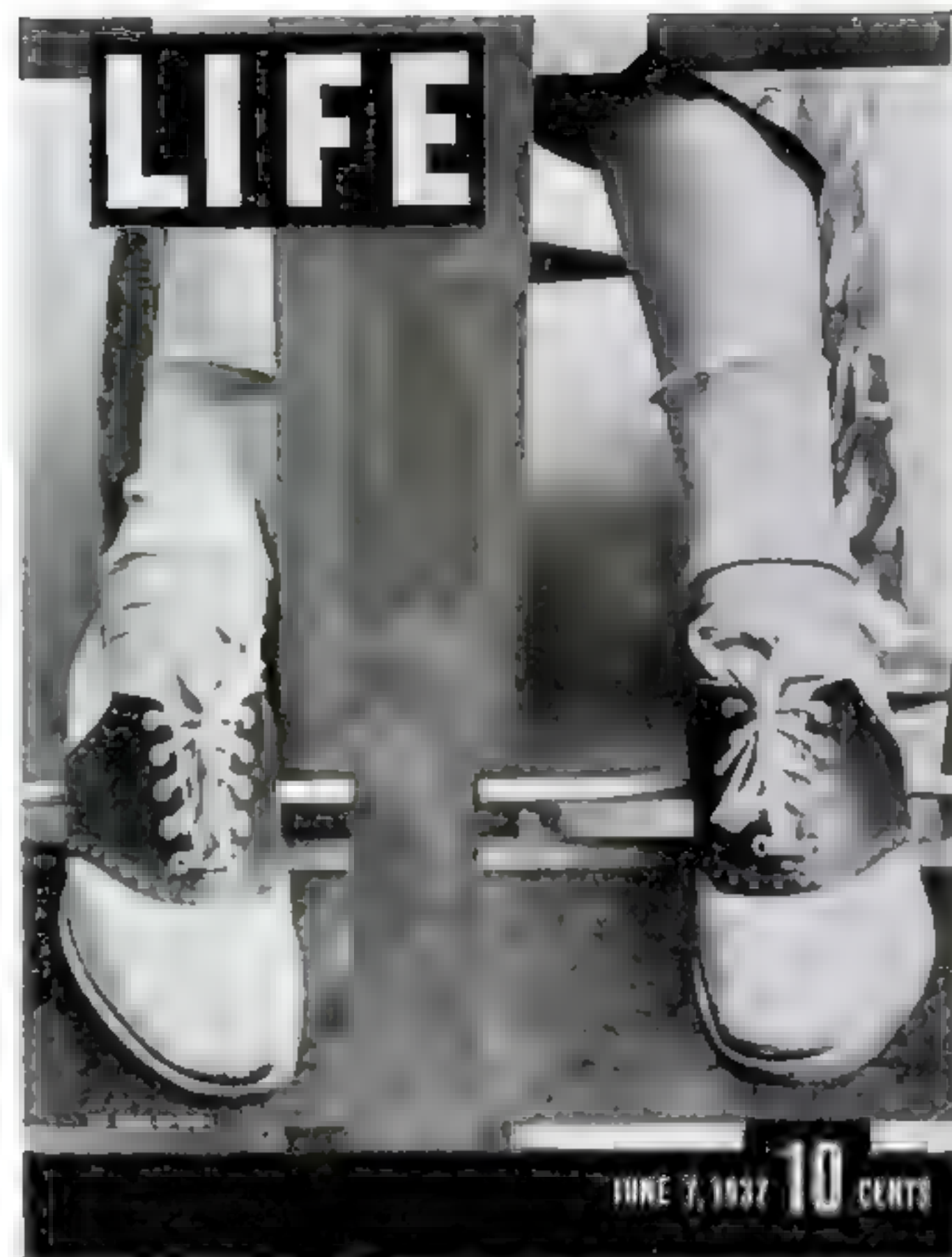
Why not start your dog on the road to healthy, happy feeding, too, with 3-flavor Red Heart? It's the delicious dog food he'll go for eagerly . . . from puppyhood on!

John Morrell & Co., Meat Packers, General Offices, Ottumwa, Iowa



## 3-FLAVOR DOG FOOD

LIFE'S GIRLS CONTINUED



**BOBBY SOCKS**, the teen-ager's trade mark, first attracted national notice in Life's youth issue in 1937. Moccasins have now replaced saddle shoes.

## TEEN-AGER TOOK OVER EVERYTHING



Everybody's girl during the decade was the teen-ager, a boon to crooners and film actors but a mixed blessing to mothers who felt young ladies should look like ladies and to fathers who believed a man's home was his castle. In their eccentric way teen-agers formalized their sloppy dress and outrageous language, even had an effect on reserved Wellesley's girls (left).



1946 **TEEN-AGER** wears blue jeans, flannel shirt, sprawls over furniture and the whole house, studies with blaring radio. This is Patricia Woodruff.





*Collected ones*

## All ~~Gaul~~ is Divided in Three Parts

except Van Heusen!

Great Caesar!—it's the noblest Roman of them all, wearing the noblest collar of them all... on the Van Heusen "400" White Shirt. Fit for the gods—and discriminating mortals like you. Smoother fitting—because it's woven in *one piece* instead of the commonplace three. Easier-fitting

—the fold-line is automatic—*woven in*—can't wander! Day-and-night neatness—the one-piece collar can't wilt, can't curl, stays firmly, calmly in place *without starch*! Put yourself on a pedestal of style and comfort—ask for the Van Heusen Shirt with the one and only Van Heusen Collar. They're more plentiful now—plenty later! So keep trying!

1. Famous Van Heusen Collar styling contributes to a classic appearance.
2. Springmaid broadcloth—Sanforized and endorsed by the American Institute of Laundering.
3. Superior tailoring—complete with stick-to-their-post buttons.
4. Styled to flatter your torso, liberate your limbs. Action armholes. Tapered figure-fit.



# Van Heusen | shirts

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COLLARS • SPORTSWEAR





Painted by Guy Pine Dullidy

## How heart disease can help you live a long, full life

"Too few of us realize that a majority of the 4,400,000 persons with heart disease recover, or improve sufficiently to go back to work and live busy, enjoyable lives for a full span of more than sixty years. Better trained physicians, better diagnosis by electrocardiogram, fluoroscope and x-ray, and a wider choice of drugs, make the outlook for heart trouble considerably more hopeful today than 10 or 20 years ago. Some heart cases are so mild that they require no special medication, only careful supervision. An acute heart attack always calls for immediate treatment, but need not recur. If you're examined and told, 'Your heart's not perfect, but there's nothing to worry about,' then *don't* worry. Remember that a mild heart condition which makes you take it easy may add years to your life."

*Your doctor*

### If you think you have heart trouble, see a physician.

1. *At the first sign* of undue shortness of breath, swelling of the ankles, a pain beneath the breastbone, or what you think is "indigestion," go to your doctor. He will know whether these are symptoms of heart trouble
2. *If your doctor finds it is your heart*, he will immediately outline a program for you which eliminates needless worry and strain, and provides the proper work and exercise. Your doctor will tell you what to eat and drink, and will discuss smoking with you.
3. *Write out your doctor's instructions*, and follow them until they become a habit. If he thinks drugs are necessary, do exactly as he prescribes. Go back to him regularly for a check-up.



FINE PHARMACEUTICALS SINCE 1886

Copyright 1946, The Upjohn Company

"YOUR DOCTOR SPEAKS"—This is the eighteenth in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge.





## ARTIST'S HUMOR MADE A WARTIME PAINTING POPULAR

One quality that distinguished U.S. art all through the past decade (described on previous pages in this issue) was the American sense of humor. Even when they went off to paint the war, artists could still report some of the things they saw with warm wit. Of all the war paintings done by LIFE's war

artists, none was more popular than Floyd Davis' sailor and a girl (*above*). From a Bermuda hotel window in 1942 Davis saw this romantic interlude, did the painting which made U.S. museum-goers stop on their rounds to look, grin and appreciate the droll and honest bit of wartime life the artist had set down.





## Bedroom Buccaneer

When you are ten, life is chock-full of bold-eyed pirates with flashing daggers, and reckless, fighting sea captains. And if Junior here gets excited and launches into the fight himself, these superb sheets can take it! They're his mother's treasure, and she discovered them long ago.

Pacific Sheets are made the *balanced* way. They're strong and firm—built to withstand tough wear. Yet they're soft and smooth and white, too, promoting happy, restful sleep. Ask for Pacific Balanced Sheets by name at the leading store in your vicinity. They're moderately priced.

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BALANCED  
**PACIFIC**  
SHEETS





IN 1936 WHEELER, MONT. WAS A BUZZING TOWN WITH HUNDREDS OF PAINTED HOUSES, POPULATION OF 3,500 AND A MAIN STREET LINED WITH SALOONS AND CARS

# LIFE'S FIRST STORY

## MONTANA TOWN THAT BOOMED NEAR FORT PECK DAM A DECADE AGO IS NOW BARREN

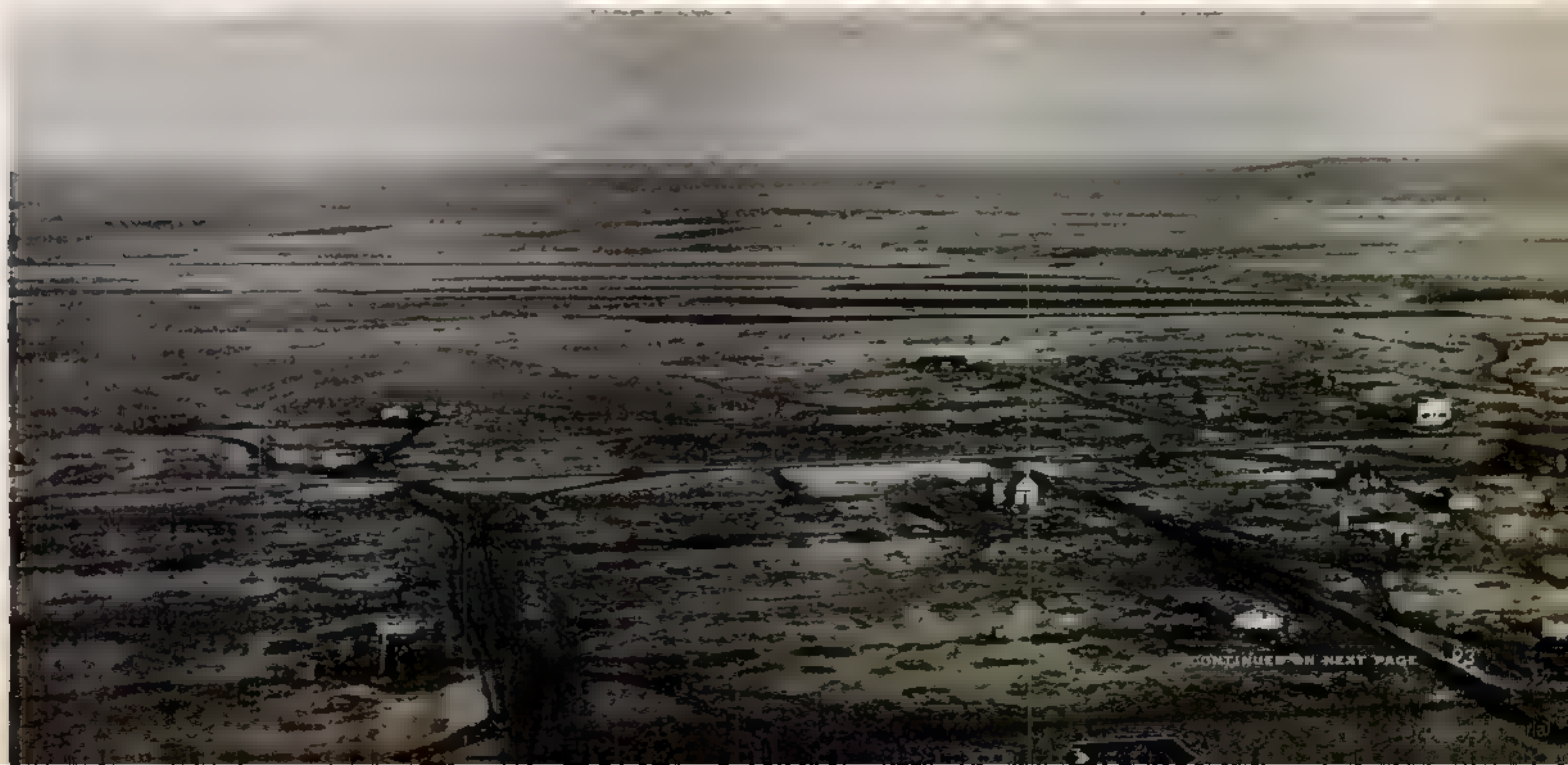
Ten years ago this week the editors of LIFE wrestled with a big problem: what to use for a "lead" story. While they were debating, Margaret Bourke-White returned from the West with pictures on the building of Fort Peck Dam and the raucous little frontier town of Wheeler nearby. This eye-opening story of a new wild West easily won out as

both the cover (right) and lead story of LIFE, Vol. I, No. I.

Wheeler grew out of the grass to provide homes and recreation for workers on the dam. In those raucous days, every night was Saturday night. But when most of the work was done, the boom ran out. When LIFE returned for an anniversary look (below), Wheeler had already become a ghost.



TODAY'S EMPTY MAIN STREET HAS NO BUILDINGS EXCEPT THE BUCK HORN CLUB (RIGHT) WHICH CAN ALSO BE SEEN IN THE PICTURE AT THE TOP OF THE PAGE





# THAT CLEAR-EYED LOOK!

You look fresher and the world looks brighter to you, when your eyes are clear and refreshed—and one of the most pleasant, effective ways to keep them that way is with delightfully soothing Eye-Gene.

Just two drops of safe, colorless Eye-Gene quickly clears away that tired look when your eyes are strained from close work, sun glare, the movies—from driving—from late hours, over-indulgence, smoke. Eye-Gene contains Lexatol®, an ingredient not found in any other eye preparation, which makes Eye-Gene so effective so quickly!



Today, at your drug store or toiletry counter, remember to ask for gentle Eye-Gene in its handy eye-dropper bottle. Eye-Gene is safe, pleasant, easy-to-use . . . comes in 20¢, 60¢ and \$1 sizes.

## EYE-GENE *eye drops*

\*Registered Trademark

**fitting gift** . . . beautiful to look at, wonderful to wear . . . the new perfect fitting Seamprufe figure-proportioned slips tailored in Bur-Mil® rayon. At better stores about \$3. **seamprufe®**



IN 1936 Iris Fredericks and Betty and Grace Whitbread stood as children by mislettered sign of New Deal, named in enthusiasm for President Roosevelt.



MAIN STREET THEN was packed with stores and bars that mushroomed up overnight in Wheeler during dam building. Note Buck Horn Club at the left.



BARS WERE PACKED during lush era. Bars had taxi dancers who got partners to buy nickel beers for dime. Later house returned extra nickel to hostess.





**TEN YEARS LATER** the Whitbread sisters, now in their early teens, stand by same sign. New Deal is nearly deserted and they live at nearby Fort Peck.



**MAIN STREET NOW** is muddy stew and Buck Horn Club is only building left. Local voters, who were Democrats in relief period, now vote Republican.



**ONLY BAR IS DESERTED** most of time in Wheeler today but is gay on Saturday nights when region's prosperous farmers reminisce about boom days.

CONTINUED ON NEXT PAGE

## ★ the Stitchless Buxton

IS ONE PIECE OF FINEST LEATHER, SELF-INTERLOCKED . . . A lasting gift—the Buxton® Stitchless has no stitches to rip or rot, lives as long as the fine leather itself. If any Buxton Stitchless gives out in normal use before the leather itself wears out, we will replace it free. 3-Way Model with separate innerfold in this good-looking Pin Morocco Goat, \$7.50 plus tax.



## ★ the Buxton Key-Tainer

IN MATCHING LEATHER SAFEGUARDS AND ORGANIZES KEYS . . . The Buxton Key-Tainer® has locked-in loops . . . keys cannot possibly fall, twist or break off. Zip closing keeps Key-Tainer neat and flat, securely fastened. Matched to your Buxton Stitchless, the Zip Key-Tainer forms a set in handsome leather that grows more mellow with use. Ask your dealer to explain the Buxton Free Key-Return Service! This Single-Six Model in Pin Morocco Goat, \$2.50 plus tax. The Set, \$10 plus tax.

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# ACTORS' FACES are extra sensitive



—that's why  
**Sir C. Aubrey Smith**  
*shaves with soothing*  
**WILLIAMS**

"REMOVING make-up keeps my skin very tender and sensitive," says Sir C. Aubrey Smith, beloved star of screen and stage. "So it was a pleasure to discover Williams Shaving Cream. It leaves my skin feeling pliant, lets me shave closely with comfort."

For real mildness, a shaving cream must be made of bland, pure ingredients put together as carefully as a doctor's prescription. And that's exactly how Williams is made—the result of over 100 years' experience.

## Softens whiskers completely

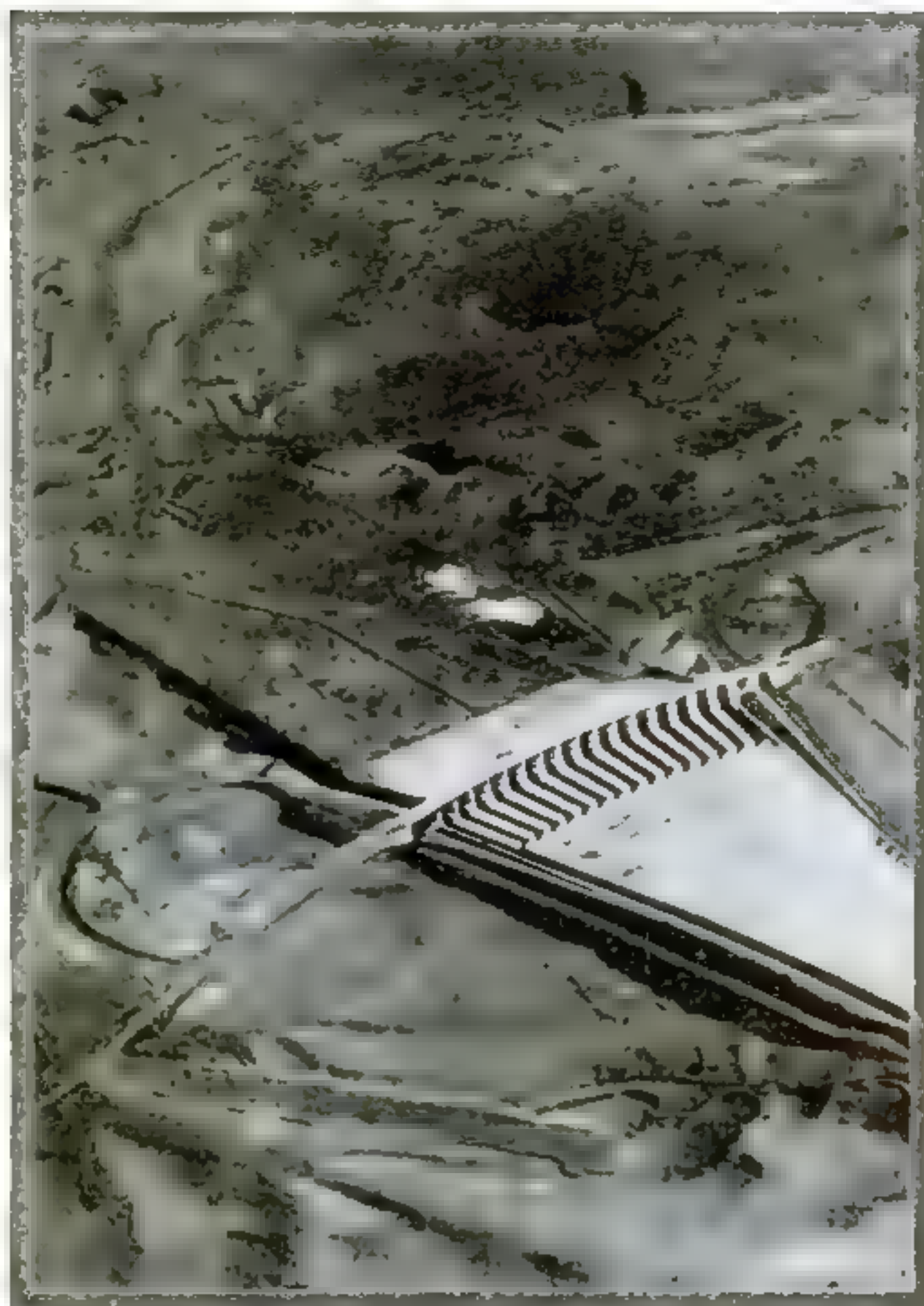
Rich, creamy-lathering Williams cuts through the oily film that protects each whisker—soaks tough beards soft for easier, smoother shaves. It helps your razor do its work quickly and easily...without pull or irritation.

Pick up a tube of Williams today. If you prefer a brushless shave, try the new Williams Brushless Cream.



★ ★ ★ ★ ★

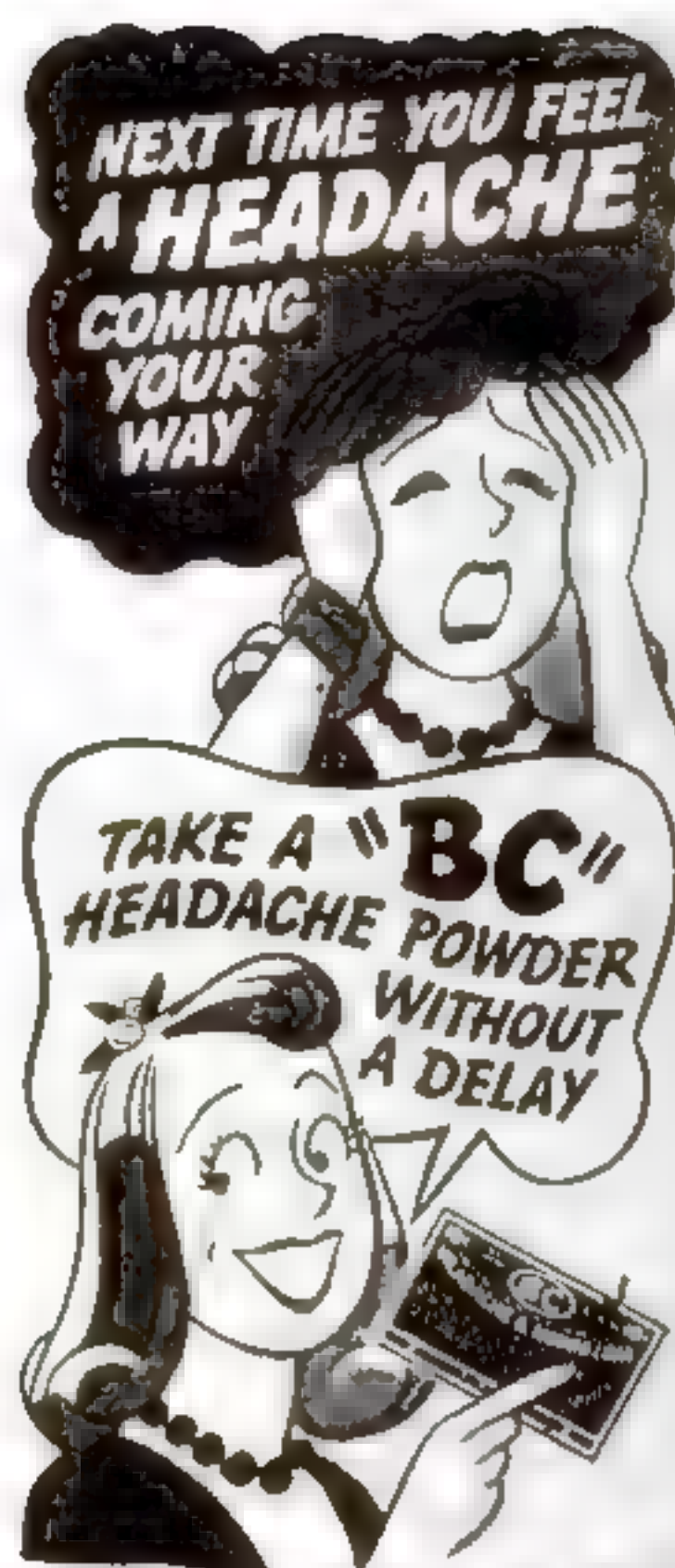
**NOTE—BRUSHLESS SHAVERS—***Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.*



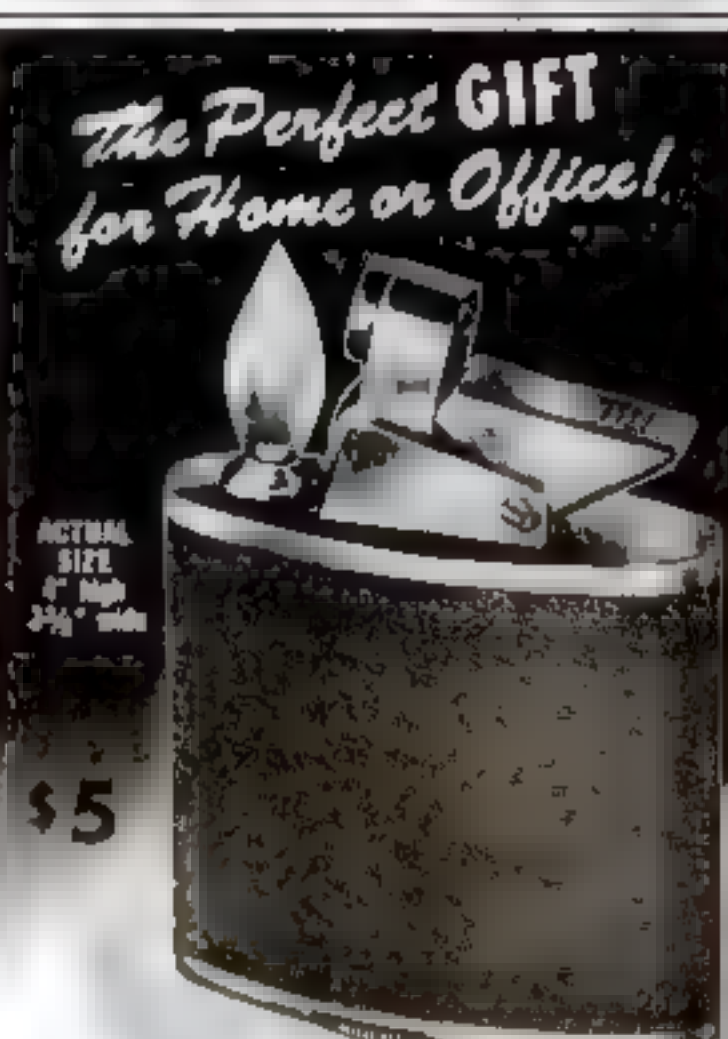
**DAM SPILLWAY** looked like this in 1936. The dam itself, three miles west of the spillway, was begun in 1934 and is the world's largest earthen structure.



**THE SPILLWAY TODAY** is at the edge of a great lake 189 miles long and 16 miles wide made by dam's backing up the waters of the upper Missouri River.



"BC" FOR QUICK RELIEF FROM HEADACHES, NEURALGIC PAINS AND MUSCULAR ACHES—10¢ and 25¢. Caution: use only as directed.



**Galter**  
SEMI-AUTOMATIC  
**GIANT** *lighter*  
TABLE

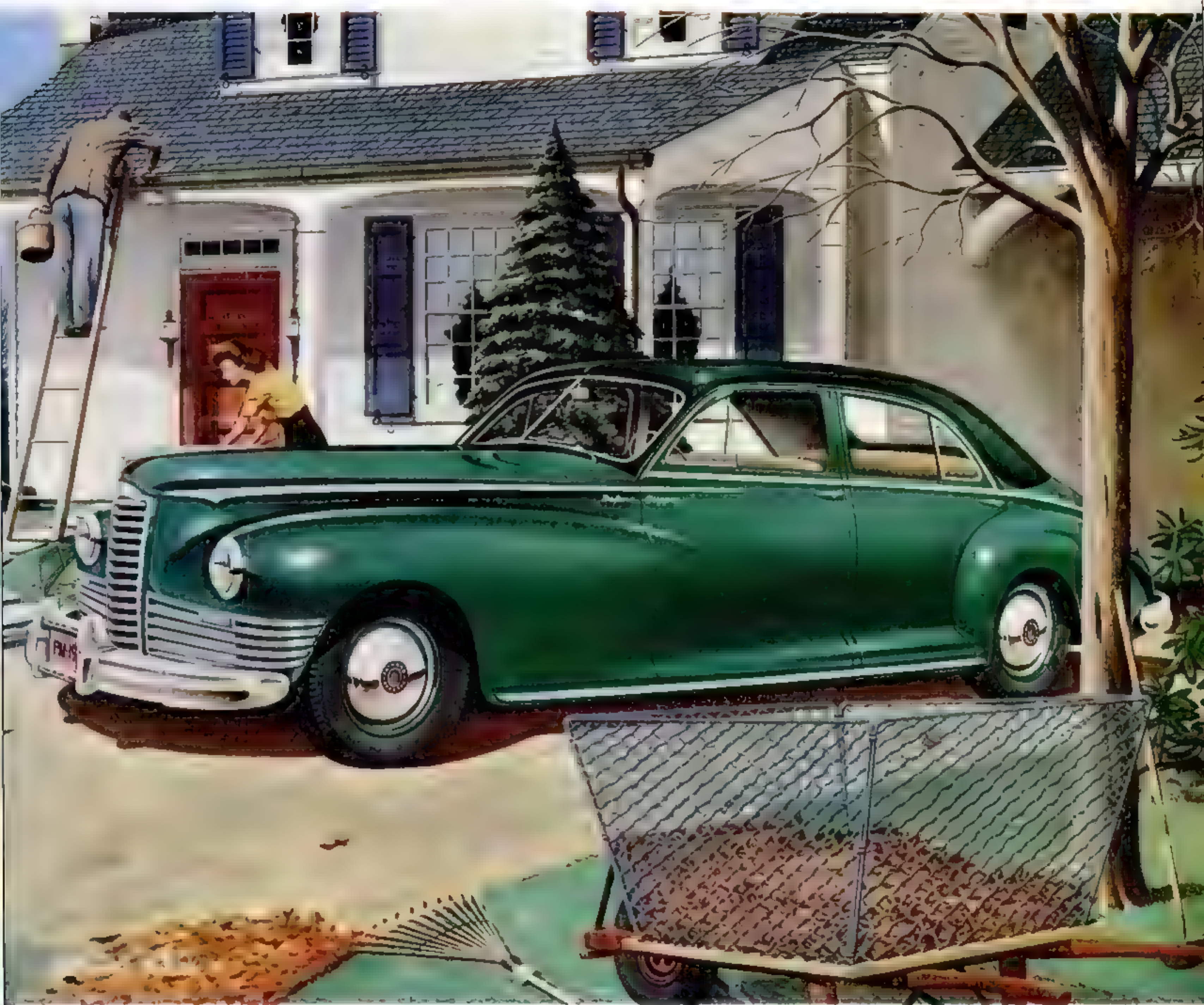
**NEEDS ONLY 4 FILLINGS A YEAR!**  
Streamlined beauty in table lighters... practical, handy, always dependable. For the desk... serving table... bar... and table. Covered in simulated leather; black and tan. Heavily chrome plated. At better stores everywhere.

Engineered with the Famous Galter Precision-Milled Ignition Wheel  
BY THE MAKERS OF ZEPHYR WINDPROOF LIGHTERS  
**Galter** PRODUCTS COMPANY  
711 W. LAKE ST., CHICAGO 6, ILL.



*Two things ✓✓ you'll discover when you*

*ASK THE MAN WHO OWNS ONE*



✓ **ONE:** Packard owners will tell you that their cars *kept on rolling* during the war years. (From 1941 to 1945, when registrations for *all makes* of cars dropped off an average of 12%, Packard registrations dropped off by only 4% in the same period.)

✓ **TWO:** Packard owners will tell you that Packard is a *good company to do business with*. They know that Packard's interest in its owners does not end with the sale—a policy reflected in higher owner loyalty and higher owner satisfaction.



# Old Kraft

**PLENTY OF YOUR  
OLD FAVORITES NOW!**

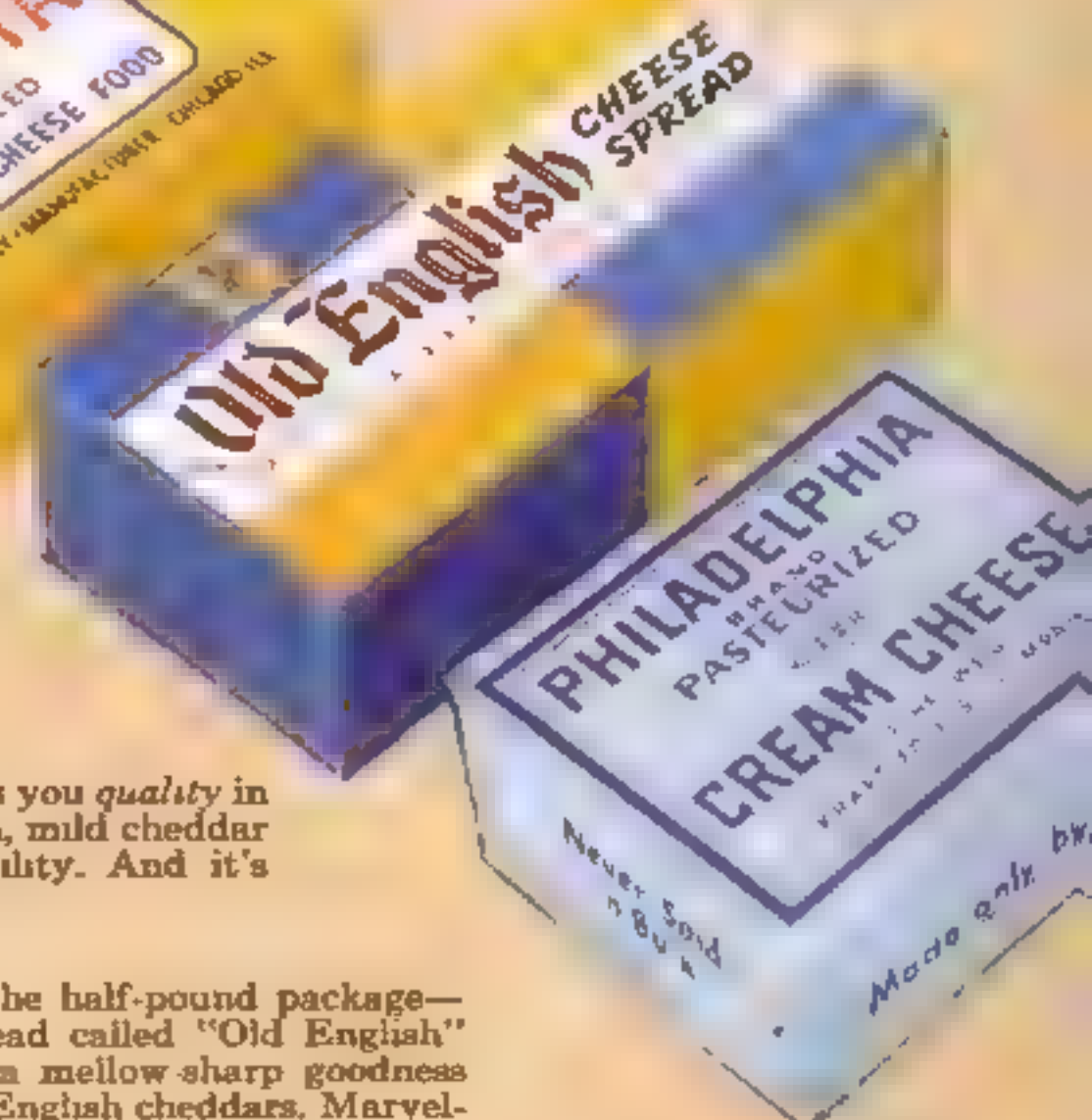


**NEW! SMO-KAY WITH THE SAVORY  
HICKORY SMOKE FLAVOR!**  
A wonderful blend from golden  
cheddar and sweet hickory smoke  
flavors. Perfect appetizer!

Remember the seven other famous Kraft Cheese  
Spreads . . . all so tempting and so handy for snacks,  
salads and sandwiches. A wonderful assortment of  
flavors from sharp to deliciously mild. All *Kraft* quality!



*Genuine Velveeta gives you quality in  
a cheese food with rich, mild cheddar  
flavor, perfect cookability. And it's  
digestible as milk.*



Back again in the half-pound package—  
this golden spread called "Old English"  
because it has a mellow sharp goodness  
similar to aged English cheddars. Marvel-  
ous for snacks and also cooking.

The one and only Philadelphia Brand Cream  
Cheese is *guaranteed fresh* . . . by Kraft. See  
the brand name on the package to get cream  
cheese at its delicately-fresh best!





# friends...and jolly newcomers to cheesedom!

**A GLORIOUS ARRAY OF 20 DIFFERENT CHEESE TREATS! AND MORE COMING... BUT NOT UNTIL OUR MASTER CHEESEMAKERS CAN MAKE AND AGE EACH VARIETY TO THE QUALITY YOU EXPECT FROM KRAFT**



*Dear Cheeselovers:* As the world's largest makers of fine cheese, we have had a big responsibility in supplying cheddar cheese to the Government for the past five years.

Now we're beginning to get back to "peacetime production"... but you know you can't rush certain cheeses into aging! (A beautiful golden cheddar, for instance, takes its own sweet time of months and months to cure to a mellow sharpness!) But we have some. And lots of other grand Kraft varieties are ready and plentiful; you no longer have to "make do" with substitutes. Right now, feast yourself on these; they've got the quality you've learned to expect from us.

*The Folks at Kraft*

**THE WORLD'S FAVORITE CHEESES ARE MADE BY**

# KRAFT



It takes fine, aged cheddar to make the mellow-rich flavor Kraft American is famous for. That's why we are just beginning to be able to supply you now. Watch for Kraft American in 1/2-lb. packages; 5-lb. loaf.

**WONDROUS KRAFT VARIETIES  
YOU MAY NOT HAVE TASTED YET**



Connoisseurs' delight—this golden, mellow *natural* cheese with a lingering richness. Buy wedges from the red wheel marked Chantelle.

Lovers of Camembert... keep on the watch for Casino Brand... velvety-crust, cured to the right creamy-softness. With pears, or any fresh fruit and crackers, it's *dessert de luxe*—for the cheese tray, too.

Aristocrat of natural cheddar cheese... sharp, long-aged MacLaren's Imperial! In limited supply, of course; sold in 1-lb. and 3-lb. cartons. Well worth searching for.



Zestful, golden Dan-Dee is the perfect kind to set out for snack parties. Grand crumbly texture.



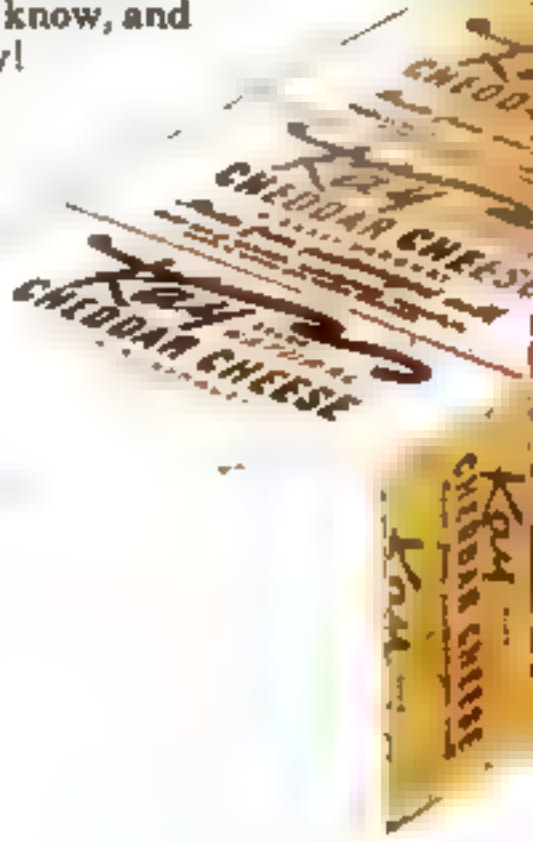
Burgette, in the neat jar, has a hearty, he-man flavor. Something new your man should have the opportunity to rave over! Women like it, too.



Get yourself a jar of Mohawk Valley Brand, call in the most discriminating Limburger-lovers you know, and listen to 'em shout for joy!



Brickelle is a pale golden cheese with a flavor that's mild yet wonderfully rich. Look for the name Brickelle when you buy slices from the 5-lb. loaf.



A real triumph in cheesemaking is Kay Brand *natural* cheddar made of *pasteurized* milk! Aged in the wrapper. See the name "Kay" on the wrapper of the 10-lb. loaf when you buy slices.



# This Christmas there'll be *Singers* under the Tree!

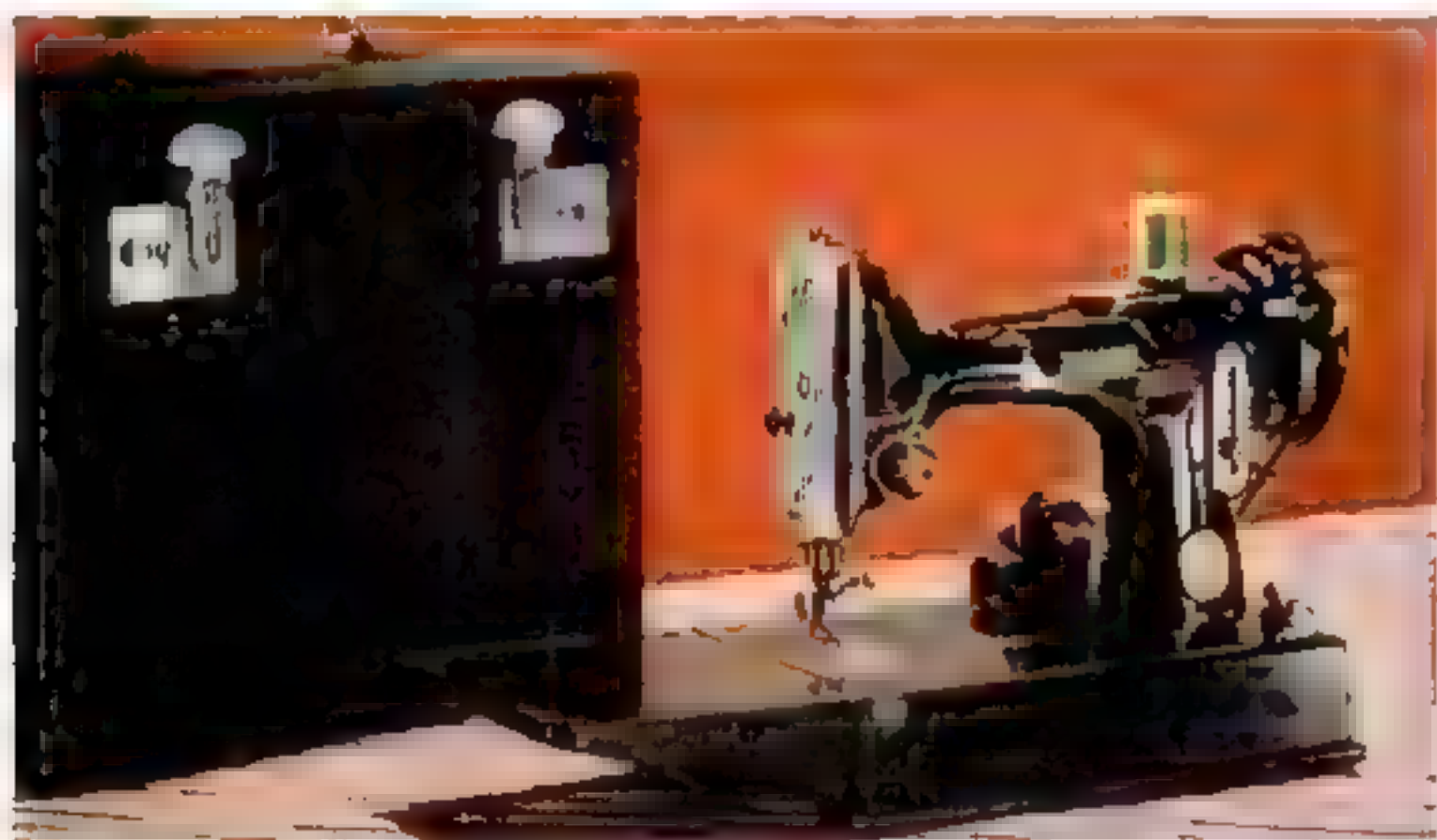


Yes, they're here again for Christmas giving—the handsome, sweet-running, built-for-a-lifetime Singer Sewing Machines all the women have been sighing for!

Love her models than ever before—portables, cabinets, consoles—in gleaming polished woods and

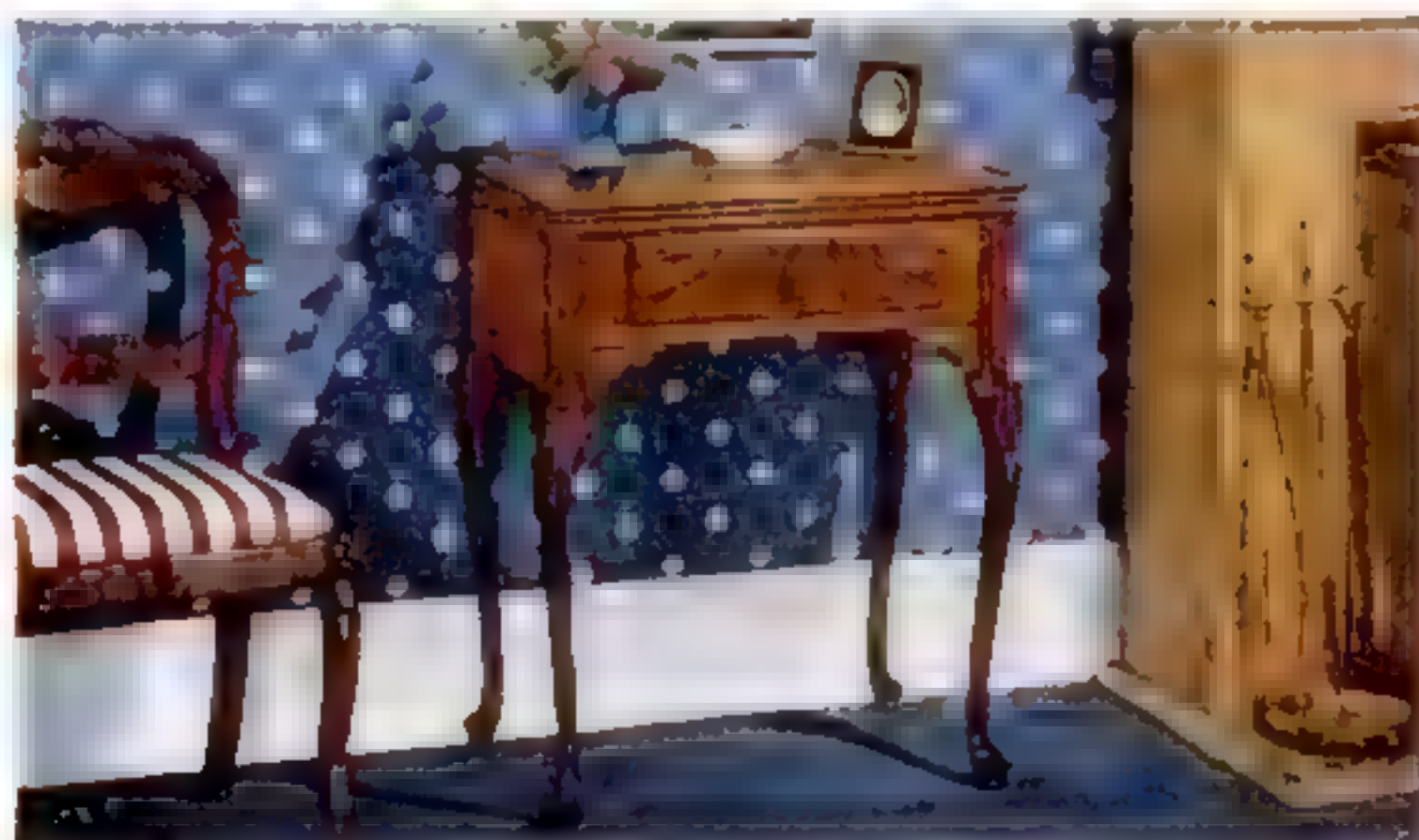
fine period designs. And there are exciting new features, too—Singer's, exclusively!—that make Singer-sewing a real delight.

See these attractive models, soon, at your Singer Sewing Center. Of course, easy terms can be arranged. Ask about Singer's convenient budget plan.



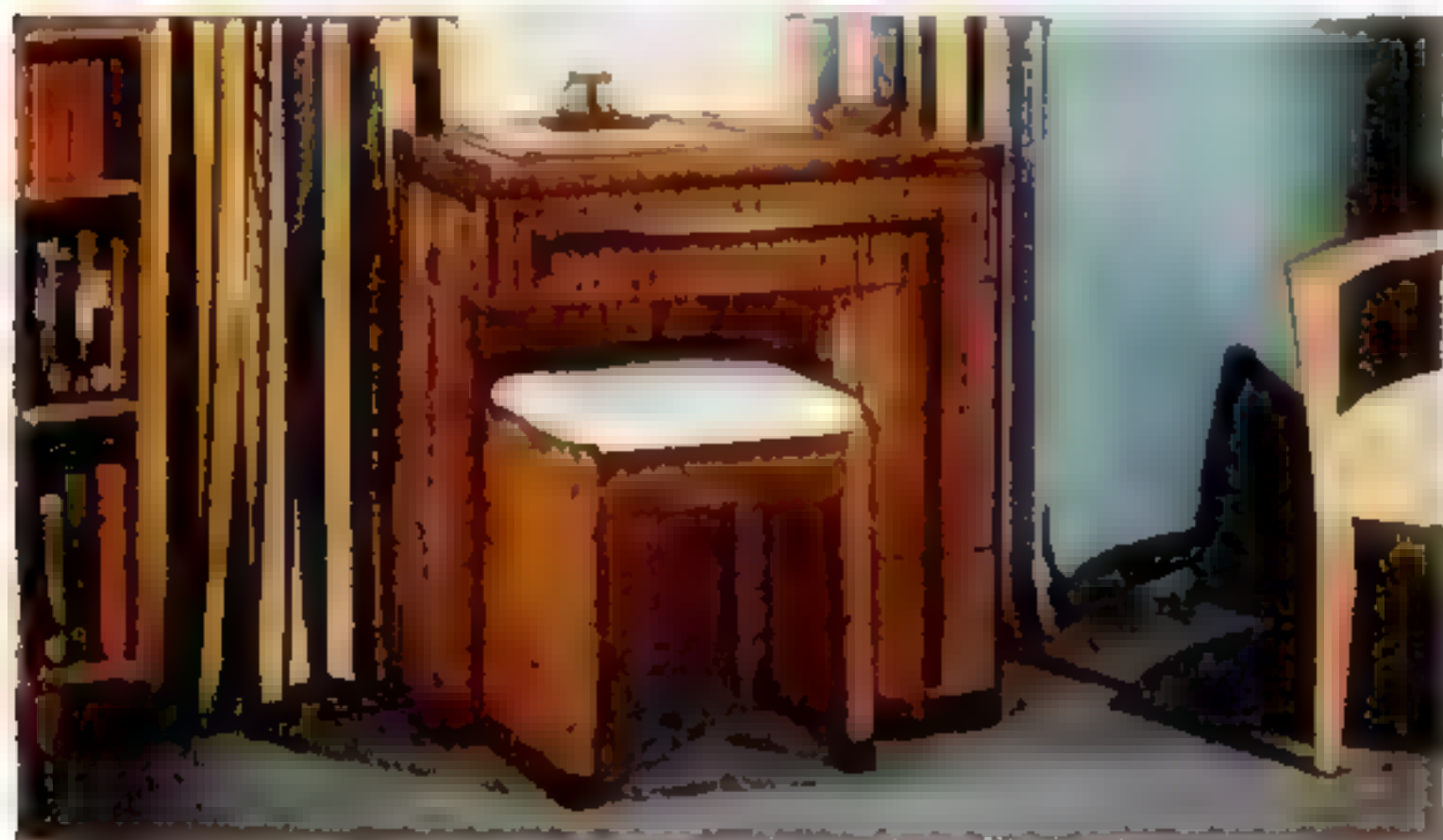
• Meet our baby—an 11-pound wonder that behaves like an angel! This Singer Featherweight Portable Electric sews perfect lock-

stitch, backward or forward. Compact, easy to tuck away in your closet. Smart carrying case also holds attachments.



• Here's a lovely Queen Anne model that houses a new, super-efficient Singer Electric. This versatile beauty, with its Singer-

smooth sewing performance, makes a handsome telephone desk, console, or library table. Note charm of satiny walnut trim.



• Santa rates a big hug when he brings this handsome modern writing desk! It holds a Singer Electric, with generous drawer space

for all your sewing needs—and your writing materials, too. Comes in blond oak or walnut finish with a stool to match



• This Early American Cabinet model leads a triple life: A piece of fine furniture, a cabinet Singer Electric, and, when you want it,

a portable! (Just whisk the Featherweight portable out of the cabinet and into its smart carrying case for travelling.)



Fascinating small gifts, too! Singer Sewing Centers have the gayest, prettiest presents you ever shopped for! Sequined scarfs, party aprons, belts, flowers, hankies, sewing boxes—and a flock of others!

For Your Protection Singer sells its machines only through Singer Sewing Centers identified by the Red "S" on the window, and never

through department stores or other outlets.

Check address of your local Singer Shop in phone book—Singer Sewing Machine Company.



Here's the Singer Sewing Center at 59 Grant Avenue, San Francisco, California. Hundreds more from coast to coast. There's a Singer Sewing Center near you.

SINGER SEWING MACHINE CO.



## SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright U.S.A., 1945, 1946 by The Singer Manufacturing Company. All rights reserved for all countries.



# Why Ban This

# And Not This?



THE BERKSHIRE, MASS. "EVENING EAGLE" REPRINTED THE FIRST PAGE OF LIFE'S STORY (LEFT), CONTRASTED IT WITH A MONTAGE OF LURID SEX MAGAZINES

## CONTROVERSIES

LIFE BEGAN MANY, SOME FURIOUS, SOME CURIOUS, SOME UNSETTLED

Before publishing its first issue in 1936, LIFE promised that its readers would "see and be amazed ... see and be instructed." In living up to this promise, LIFE has started a lot of arguments, some serious and some curious. Five stories which started the biggest controversies among LIFE's readers are reviewed on these pages.

The loudest explosion of them all (above and below) was caused by LIFE's presentation of "The

Birth of a Baby" (April 11, 1938), which used pictures from a film produced to lessen the maternal death rate. Some of the pictures showed actual childbirth. The pictures had been approved by top medical men, but their appearance caused an immediate uproar in newspapers from Paris to Seattle. Cities banned the magazine. LIFE's publisher and six newsdealers were arrested. But every case brought to court was upheld, except in Boston.



HEADLINES told the story as newspapers all over U. S. joined the controversy. Opinion was almost evenly divided pro- and anti-LIFE. At Merrick, N. Y. police collected banned copies (above). In some instances desk sergeants banned LIFE on their

own authority. In the White House, Mrs. Roosevelt told the press, "I never think that honest things are bad." In Boston a headline read, "Storks still bring Boston babies." In Manhattan, The New Yorker was stirred to publish a parody (see pp. 11-12).



# PERSONNALLY Speaking by GROUCHO MARX

Starring in "A Night in Casablanca"  
a David L. Loew Production,  
released thru United Artists



1—NEXT TO a good 5¢ cigar, what this country needs is a great 10¢ razor blade...



2—LUCKILY, it's got one—Personna! Personna's so sharp it could take the beard off my jokes.



3—NO LONGER am I a Groucho when shaving, because Personna gives me the smoothest closest shaves I ever had!

4—Why it makes sense to pay 10¢ for this blade:

Sure, Personna costs more. But Personna is a precision instrument—worth many times 10¢ in shaving ease and comfort.

Personna is made of premium steel... hollow ground for extra keenness... rust-resistant for longer use. Spend a little more to get Personna... and get a lot more shaving comfort!

Available also in Canada



**PERSONNA**  
Precision Blades  
10 FOR \$1

## OHIO FOX HUNT

On March 13, 1944, LIFE told the story of men of Holmes County, Ohio who cornered a fox and let a little boy beat it to death (below). More than 4,000 LIFE readers wrote letters, 95% attacking the men as brutal, only a few attacking the fox as a nuisance.



## DETROIT IS DYNAMITE

On Aug. 17, 1942, LIFE predicted racial and labor tension was going to bring trouble to Detroit (below). Mayor Jeffries of Detroit denounced the story and the government banned the issue from overseas shipment. But both LIFE's predictions came true.



## BALL, BAT AND SHADOW

In the picture below, the bat is hitting the baseball. But the shadow of the ball is still inches from the shadow of the bat. Readers who saw this in LIFE on Aug. 1, 1938, sent in weird explanations. Only a few knew the answer: the camera's focal-plane shutter.



I'M GLAD YOU  
TOLD ME ABOUT  
CLOROX...NOW  
MY LAUNDRY  
IS SNOWY-  
WHITE!

IT LOOKS LOVELY!  
AND CLOROX  
LESSENS RUBBING  
...SAVING TIME  
AND CONSERVING  
FABRICS!



AND CLOROX IS CONCENTRATED FOR ECONOMY...A LITTLE GOES A LONG WAY!



YES, "The white line" is the Clorox line." And Clorox not only makes white cottons and linens snowy-white and fast colors bright... It makes laundry fresh, sanitary. Clorox also lessens rubbing, thus conserving fabrics and effort. And Clorox is free from caustic... this means it's extra-gentle on linens. In daily housecleaning, Clorox disinfects, deodorizes, removes stains, provides hygienic cleanliness, so important in protecting health at home. Simply follow directions on label.

AMERICA'S FAVORITE BLEACH AND  
HOUSEHOLD DISINFECTANT

**CLOROX**

FREE FROM CAUSTIC

Years of unsurpassed quality and performance have made Clorox the choice of millions... it's always uniform... it's always dependable!



THEY'RE  
COMING  
BACK!

The cuticle nipper you've been waiting for. How wonderful to be able to insist on La Cross more and more often from now on. Look for La Cross manicure implements at all fine stores.

**La Cross**  
Give LIFE for Christmas  
AT SPECIAL CHRISTMAS GIFT RATES



QUALITY 5¢ CANDIES



30 Million  
Minds a Month Focus on  
**THE MARCH  
OF TIME**

... to see great events in the making ... to know the world  
and its peoples ... to understand the wonders of a  
new age, and meet the men behind them.

★ ★ ★

Watch for these current releases at your local  
theater. The MARCH OF TIME is produced  
every four weeks by the editors of Time  
and Life and distributed by  
20th Century Fox

VOL. XIII, NO. 4

← **THE AMERICAN COP.** Watch him handle, as part of his day's work, a murder or a childbirth, a smash-up or a strike. Watch him ride as a Texas Ranger, operate as a one-man police force in a small town, or help patrol a big city. See the dramatic story of how "The American Cop" is trained to protect your life and property, enforce the law, wage unceasing war on crime.

VOL. XIII, NO. 3

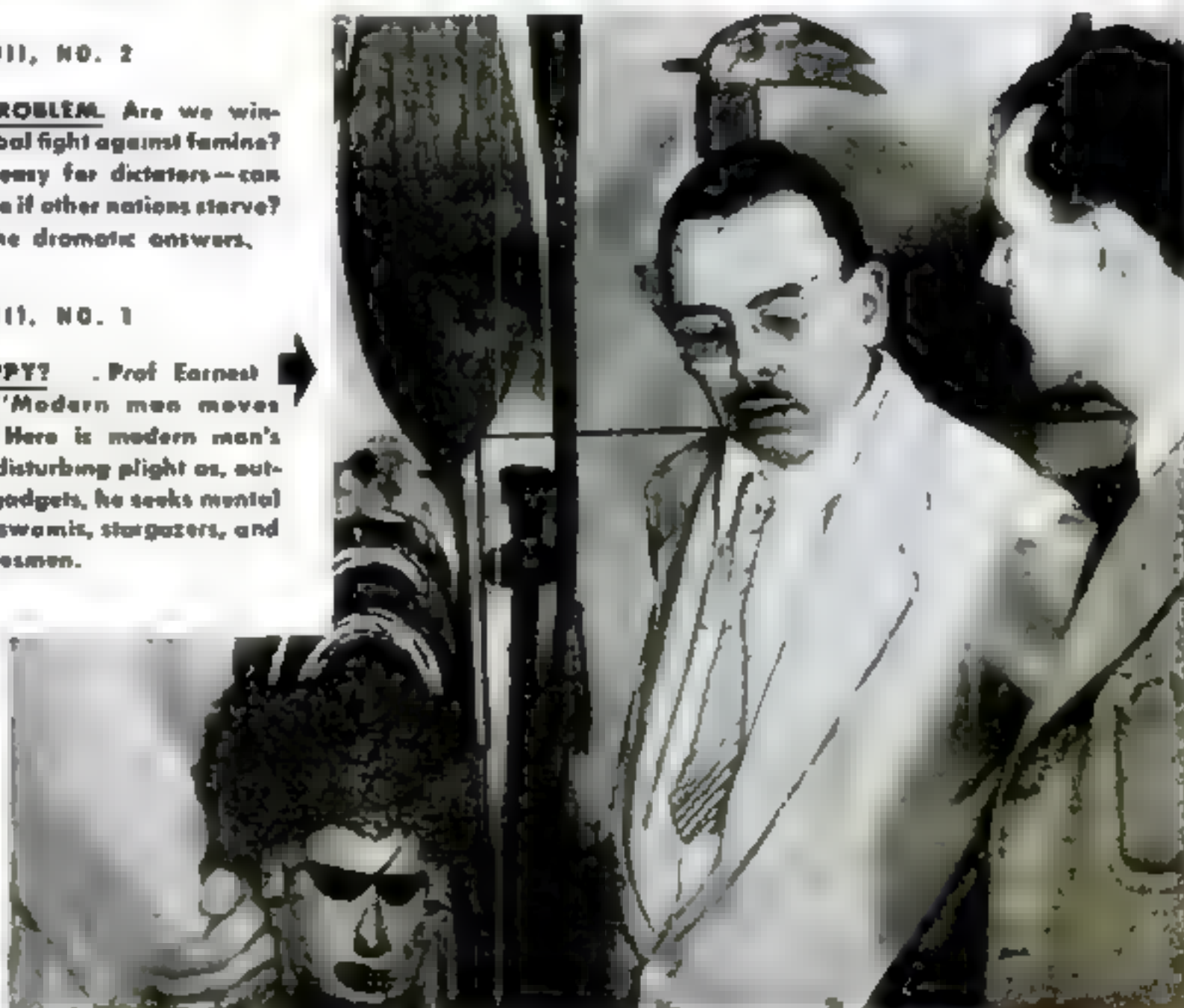
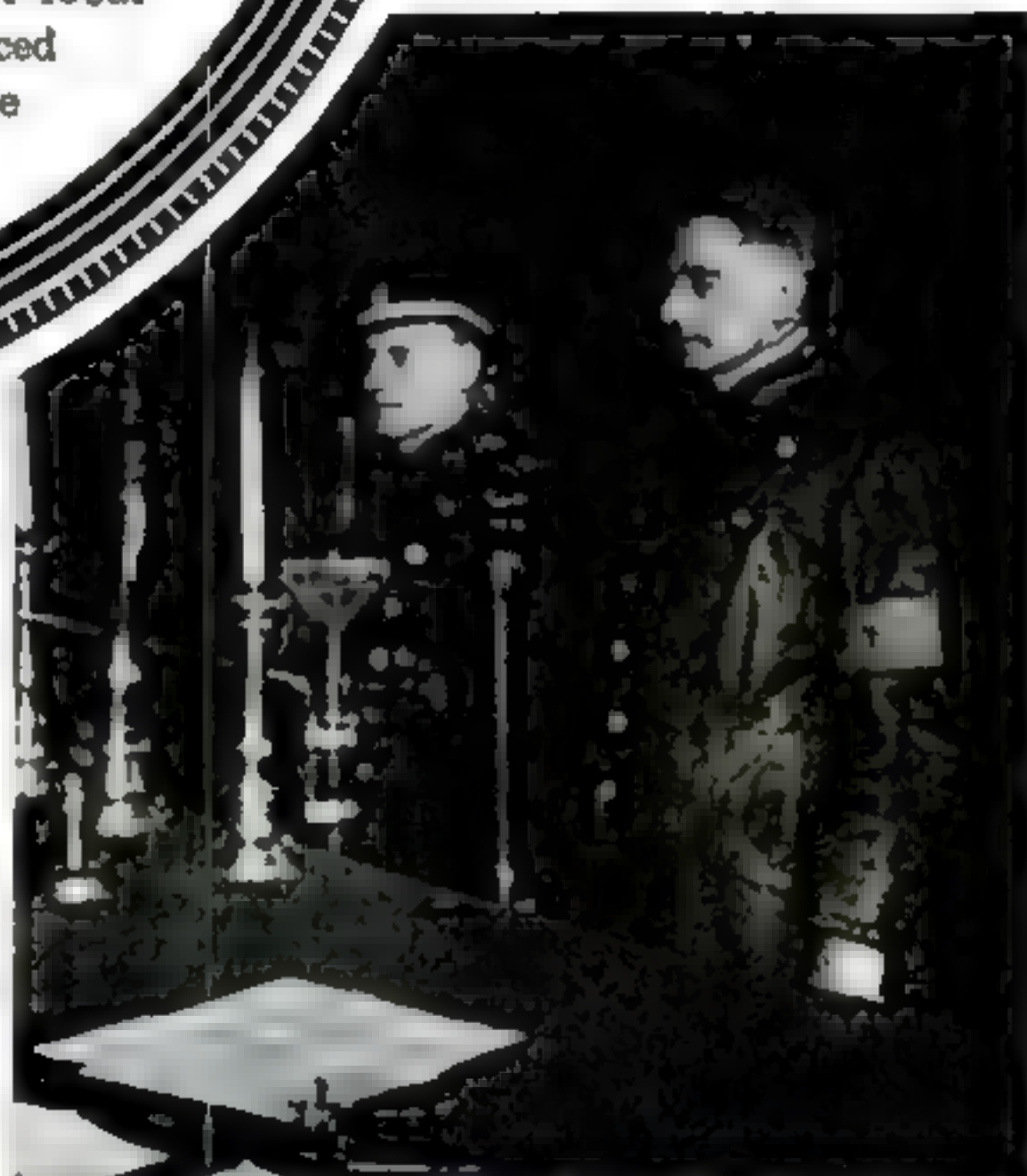
**THE SOVIETS' NEIGHBOR—CZECHOSLOVAKIA.** The spirited Czechs remember Lidice, hang their betrayers, rebuild an independent nation, walk a tightrope between the Eastern and Western Worlds.

VOL. XIII, NO. 2

← **WORLD FOOD PROBLEM.** Are we winning or losing our global fight against famine? Starvation makes it easy for dictators—can our democracy survive if other nations starve? Here are some of the dramatic answers.

VOL. XIII, NO. 1

**IS EVERYBODY HAPPY?** Prof Earnest A. Hooten says, "Modern man moves toward extinction." Here is modern man's half-humorous, half-disturbing plight as, out-smarted by his own gadgets, he seeks mental nourishment among swamis, stargazers, and self-improvement salesmen.



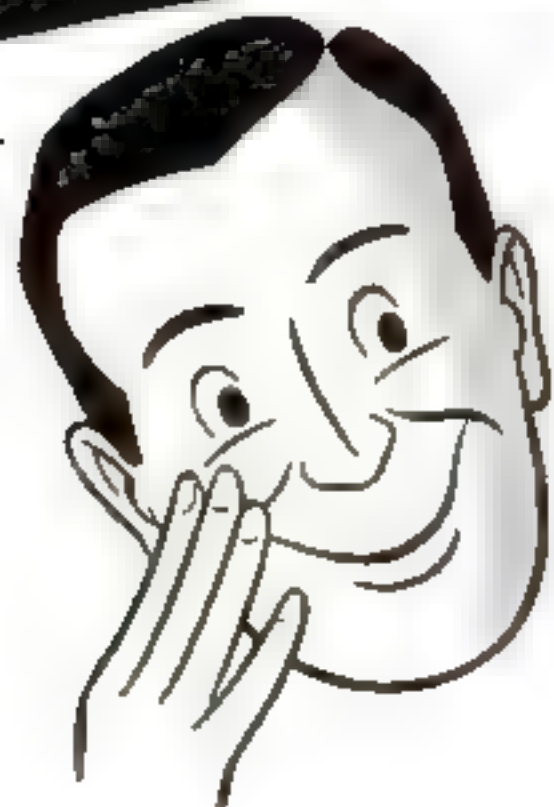


## DOES A BASEBALL CURVE?

Ever since 1877 desultory arguments have circulated among baseball fans as to whether or not a curve ball really curves. In an inquisitive moment five years ago, LIFE decided to take a good scientific look at a curve to settle the facts of the ancient controversy. Setting up a laboratory in Photographer Gjon Mili's New York studio, LIFE asked Pitchers Cy Blanton of the Phillies and Carl Hubbell of the New York Giants to come and throw their best curves. Mili drew a line from the box to the plate, made a series of stroboscopic pictures of the path of the curve ball (below). His pictures were published on Sept. 15, 1941. In a careful analysis LIFE cautiously pointed out that, on the basis of the pictures, the ball seemed to travel in a straight line—that a curve was apparently an optical illusion. But LIFE's story, instead of settling the controversy, simply made it rage more furiously.



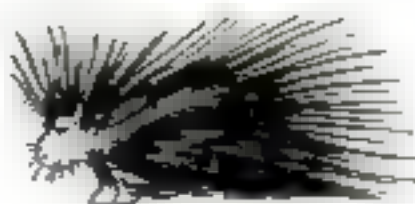
Which kind of beard do you have...



TOUGH?



WIRY?



LIGHT?



All come off clean... comfortably... with Fitch's NO-BRUSH

Yes! No matter what type of beard you have, try Fitch's No-Brush. It delivers a close, easy shave even in cold or hard water. The instant you apply it, the special "skin conditioner" ingredient goes to work to prepare even the most sensitive face for a mighty sweet, smooth shave. Fitch's No-Brush gets right next to your skin... holds those whiskers up until the razor mows 'em down! Leaves the face with a frosty cool feeling.

**BRAND NEW!** "FITCH BANDWAGON" starring PHIL HARRIS and AUCE FAYE. Every Sunday over NBC Network, 7:30 p. m., E. & T.

**Fitch's**  
TRADE MARK

that lasts for hours. Whether yours is a "problem" beard or the ordinary "garden" variety, you'll find solid comfort shaving once you've SWITCHED TO FITCH.

**BRUSH USERS!** Ask for Fitch's Brush Shaving Cream. It also contains the special "skin conditioner" and gives an abundance of lather.

CONTAINS SPECIAL SKIN CONDITIONER



LARGE TUBE  
40c

**NO-BRUSH SHAVING CREAM**

THE F. W. FITCH COMPANY • Des Moines 8, Iowa • Bayonne, N. J. • Jackson, Miss. • Los Angeles 21, Calif. • Toronto 2, Can.

Didn't your mother ever tell you about SMITH BROTHERS?



**COUGHING IS OFFENSIVE!**

Here's 3-Way Relief:



...Go after those offensive minor coughs due to colds or smoking at the very first scratchy "tickle." Get Smith Brothers famous black Cough Drops, a scientific prescription-type formula of proven cough-relief ingredients used for years by the medical profession. Smith Brothers bring quick, long-lasting relief in 3 important ways:

1. Ease throat tickle
2. Soothe raw, irritated membranes
3. Help loosen phlegm

No narcotics. Let children enjoy them freely. Now in greatest demand of their whole 99

year history. A boon to smokers. Buy 2 packs today, one for pocket, one for bedside if night coughs strike.





**FAMILY DAY...U.S.A.**

# "fresh up" WITH Seven-Up!

**DO THINGS TOGETHER!**

**BE A "FRESH UP" FAMILY!**

A family drink . . . a home drink . . . that's wholesome, clean-tasting, chipper 7-Up. As likeable as Brother's freckles . . . as appealing as Sis' pigtails, crystal-clear 7-Up is typically American . . . a truly different drink that everyone likes!

So be a "fresh up" family. Always keep a supply on hand and "fresh up" with 7-Up as you work, play and laugh together! Order famous 7-Up at any place displaying the bright 7-Up signs.



COPYRIGHT 1946 BY F. L. SEVEN-UP COMPANY

... YOU LIKE IT...IT LIKES YOU!



Get the "Drift"? — For Winter "GO" —

# Mobilgas Special

*Flying  
Horsepower*



**Make the Most of this Special Winter Grade Gasoline —**

① Get your Mobilgas dealer's complete Winterproof Service now! He changes engine oil to NEW Mobiloil Arctic. Its special improvements gradually remove lacquer and other power and fuel-wasting deposits. You start faster, easier.

② Your Mobilgas dealer removes used Summer Gear Oil, and puts in clean, fresh

Mobiloil Winter Gear Oil—for full protection of transmission and differential—easier, quieter shifting, better operation.

③ He protects chassis friction points with scientific Mobilubrication from a chart of your make and model of car. At the same time his inspection uncovers hidden danger spots.

④ He safeguards cooling system 8 ways —cleans it thoroughly with Mobil Radiator Flush, protects it against freeze-ups with Mobil Freezone, checks fan belt and hose connections for safety.

SOCONY-VACUUM OIL CO., INC.  
and Affiliates Magnolia Petroleum Company  
General Petroleum Corporation

TUNE IN THE MOBILGAS PROGRAM — MONDAY EVENINGS, 9:30 E.S.T. — NBC

**Winterproof Now**  
**at Your Mobilgas Dealer**







PICTURES OF KING EDWARD VIII AND MRS. SIMPSON TOGETHER WERE SUPPRESSED IN ENGLAND UNTIL AFTER THE ABDICATION CRISIS

# The Ten Years

These pictures recall the moods and moments of LIFE'S first decade

The world of 1936 had the look of this picture. In a London nightclub the Prince of Wales, shortly to become Edward VIII of Great Britain, was photographed with Mrs. Wallis Warfield Simpson of America as they sat in idle boredom, drinking Scotch and watching the cabaret girls run out onto the dance floor. Here, portrayed in one picture, was the era of the International Set as Americans had always visualized it.

Here too was the news story of the year, when King Edward VIII, in a speech written for him by Winston Churchill, solemnly announced by radio to the world, "I have found it impossible to carry the heavy burden of responsibility . . . as I would wish to do, without the help and support of the woman I love. . . . I now quit altogether public affairs . . . . God

Save the King!" The world gasped. A mournful Calypso ditty wailed, "It's love, it's love alone that caused King Edward to leave the throne."

But the people who thought this was to be a news story of the decade were wrong. In another time, perhaps, but now there was little chance for the world to aggrandize the ex-king or his renunciation. History was crowding too hard.

To the editors of LIFE, as they looked back over the 520 issues and 130,000 photographs, it has seemed foolish to attempt a chronology of these 10 tumultuous years. Rather it has seemed to them that a few memorable pictures like these, by recalling a man or a mood or a moment, may better serve to evoke the era which has just come to an end.





AS SHE STEPS FROM HER DRESSING ROOM, THE LATE JEAN HARLOW PAUSES, AWARE BUT POISED, WHILE A LAST PORTRAIT IS TAKEN

## The early years had a look of peace

The platinum blonde standing in the door of her dressing room and the horsemen riding after the ducal hounds lived in years sweetened by peace. In that time for Jean Harlow there were the love scenes with Gable, the nationwide imitation of her hair, the top rungs of Hollywood. For the hunters there was the gala coronation, the country estate. Then six months later, there was death for Jean; and for the horsemen, 25 months later, war.





OUT FOR A BRISK RUN. THE DUKE OF RUTLAND'S HUNTING PARTY WINDS ACROSS THE MEADOW IN THE MIST OF AN ENGLISH MORNING



## America loved the Roosevelts

It was a hot, sticky weekend that summer of 1941 and President Franklin Roosevelt left the swelter of the White House for a cool, restful two days at Hyde Park. Here, as was his custom, he shucked off his coat, settled down with a book and poked an occasional finger at Fala while Mrs. Roosevelt tried to catch up on her knitting. And as they sat at ease on the porch, a photographer acted as the agent for history to take this great picture of the man who dominated his country in his time.

Just as the voice of Franklin Roosevelt seemed made for the new age of radio, so his face seemed made for the new age of picture journalism. Unable to walk, unwilling to stand, Roosevelt made a virtue of immobility. Because he sat, the great figures of the world sat with him. No more did they pose strolling through formal gardens or striding down great halls. Instead, they posed with the President for formal portraits or, unbending, for informal, chatty poses. Roosevelt's face changed expression with the quickness and sureness of a finished actor's. It was amused, solemn, sarcastic, interested, indignant. It was always strong and confident and it was never dull.

But Roosevelt was not the only individualist sitting in this group in these months when the Russians were reeling back toward Stalingrad and the British back toward Egypt. Eleanor Roosevelt, wife of a consummate individualist, was as much an individualist as he, a woman who saw everybody, went everywhere, had ideas about everything. Nor was the little Roosevelt Scotty overshadowed by his big master. Fala almost crashed the third inauguration, broke up important meetings and, more than any dog in history, traveled the world to be present when history was being made.



FRANKLIN AND ELEANOR ROOSEVELT SIT ON PORCH AT HYDE PARK, SHE KNITTING AND HE





PLAYING WITH FALA WHILE PHOTOGRAPHERS TAKE ONE OF THE MOST MEMORABLE OF THE MANY MEMORABLE PICTURES OF THE PRESIDENT





PRIME MINISTER AND MRS. STANLEY BALDWIN LOOKED SMUG AND VERY ENGLISH AFTER HARD-FOUGHT VICTORY OVER EDWARD AND WALLIS



BORED POLISH GUARDED WESTERN FRONT IN SHORT-LIVED "SITZKRIEG," OR PHONY WAR, OF 1939-40 WHILE NAZIS PREPARED THEIR BIG PUSH





© KAHN, OTTAWA

CHURCHILL'S BEST PORTRAIT: NO MAN EVER SYMBOLIZED MORE PERFECTLY IN HIS PHYSICAL PRESENCE THE INNER SPIRIT OF A PEOPLE

# The early fumbles were saved by Churchill

"Stop it! Stop it!" cried Winston Churchill to the England of Stanley Baldwin (who, sneered Churchill, was "decided only to be undecided, resolved to be irresolute, adamant for drift") and of Neville Chamberlain. England and all the West were lucky to possess, in their darkest hour, the great statesman—the orator who had a style like Gibbon and an impediment in his speech, the architect of victory in a war he called "unnecessary."





IN THE REICH CHANCELLERY ION ANTONESCU, ROMANIA'S PREMIER (THIRD FROM RIGHT), IS GIVEN THE ONCE-OVER BY THE FROZEN-

## The Axis turned nations to puppets

If it had not been so hideously real, the carefully posed scene above might well have come out of a bad gangster movie, with George Raft taking a new but suspected hood into the mob. It occurred in fact on Nov. 22, 1940, when Adolf Hitler and his lieutenants received the suppliant Ion Antonescu, turncoat dictator of Rumania, and took him into the Axis. Like most of the great moments which Hitler had his photographers record, it





FACED NAZI LEADERS. FACING HIM ARE (FROM LEFT, IN FRONT ROW): RIBBENTROP, HITLER, HESS, LEY, RAEDER, GOEBBELS, KEITEL

had a self-conscious, oppressive drama. At no other time in his career was the neurotic ex-corporal more sure in his own mind that his thousand-year Reich was an actuality, and at no time had he better reason for his confidence. All of Western Europe except England lay either conquered or within his grasp and German *Mitteleuropa* ended only at the expanded western borders of his Soviet ally. The rout of his tattered lackey, Mussolini,

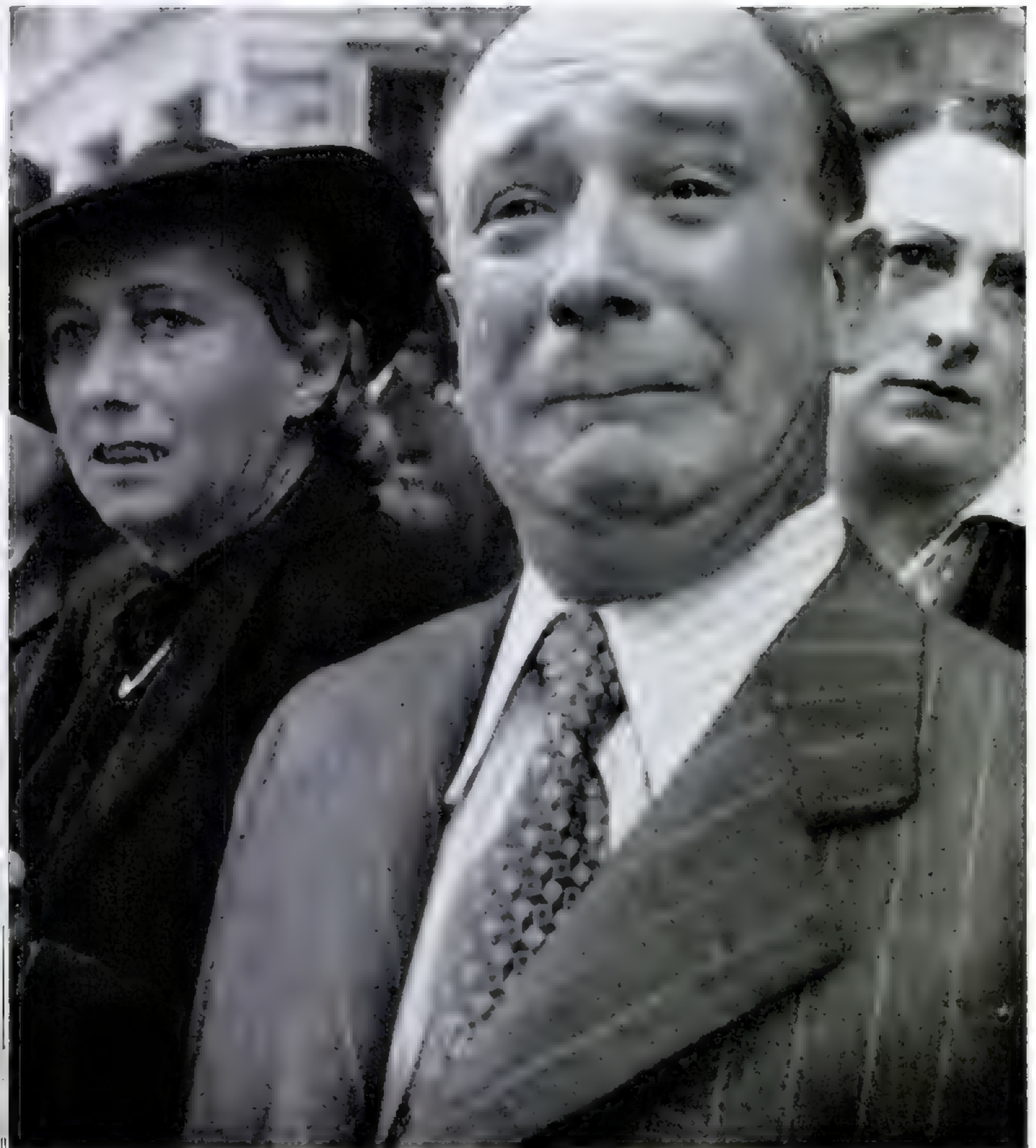
in Africa and Albania was about to 'give him the necessary excuse to move his troops into Italy. Only England still resisted, and Goring's Luftwaffe was softening that island up. There were Belgian coal for the Nazis' factories, Paris dresses for their women, Polish goose for their victory banquets. There were as yet no bullet holes in the tunic of Ion Antonescu, no rope marks on the neck of Ribbentrop, no bloodstains on the face of Keitel.





DOWN THE DUSTY MAIN STREET OF ELWOOD, IND. RIDES WENDELL WILLKIE, WAGING THE DECADE'S GREATEST POLITICAL CAMPAIGN





ON A STREET IN MARSEILLE A FRENCHMAN WEEPS WHILE THE FLAGS OF HIS CONQUERED NATION LEAVE JUST AHEAD OF THE GERMANS

## The face of crowds was changed by war

Along the streets of Elwood, Ind., the crowds in 1940 stood to wave and yell at the big, earnest man who wanted to be President, the eager amateur who had taken the nomination away from the Republican professionals and was making it hot for the great "pro" he was running against. But along the streets of Marseille, only a few months later the crowds stood to weep at the indignities the professional conquerors had heaped on their pride and honor.





AS TROOPS FILE OUT OF NEW WESTMINSTER, CANADA, A LITTLE BOY SAYS A LAST GOODBY TO HIS FATHER AND WONDERS WHY HE MUST

## Wartime goodbys were sometimes forever

The heartbreak of war began with the goodbys in the streets or stations. It came back sharply with every doorbell ring (the telegrams began "The Secretary of War . . . his deep regret . . .") and with battle pictures. For months pictures of dead U.S. soldiers could not be published. When they were, no faces could be shown. So, looking on the bodies at Buna, a woman could imagine on each of them the face of her husband, her son or her lover.





ON BUNA BEACH, AN EARLY STEP ON THE ROAD TO JAPAN, THE TIDE SLOWLY EBBS AWAY FROM THE BODIES OF THREE AMERICAN SOLDIERS





ON TIMES SQUARE DURING V-J DAY A SAILOR TAKES PRETTY GIRL IN A HAMMER LOCK. KISSING WAS EPIDEMIC FROM COAST TO COAST

## The women shared in victory and in fun

This was the decade of the woman war worker, the Army nurse and the Wac. But woman did not desert her role as man's eternal companion in hours of gaiety. There was one day (*above*) when no woman in America was safe from a man's embrace. Nor, of course, was man safe from woman. Even the Vice President of the U.S., not yet caught up by destiny, was lured into a memorable pose by the siren of 1945, Lauren Bacall.





LAUREN BACALL SITS ON PIANO AT THE WASHINGTON PRESS CLUB IN FEBRUARY 1945 WHILE HARRY TRUMAN TICKLES THE IVORIES



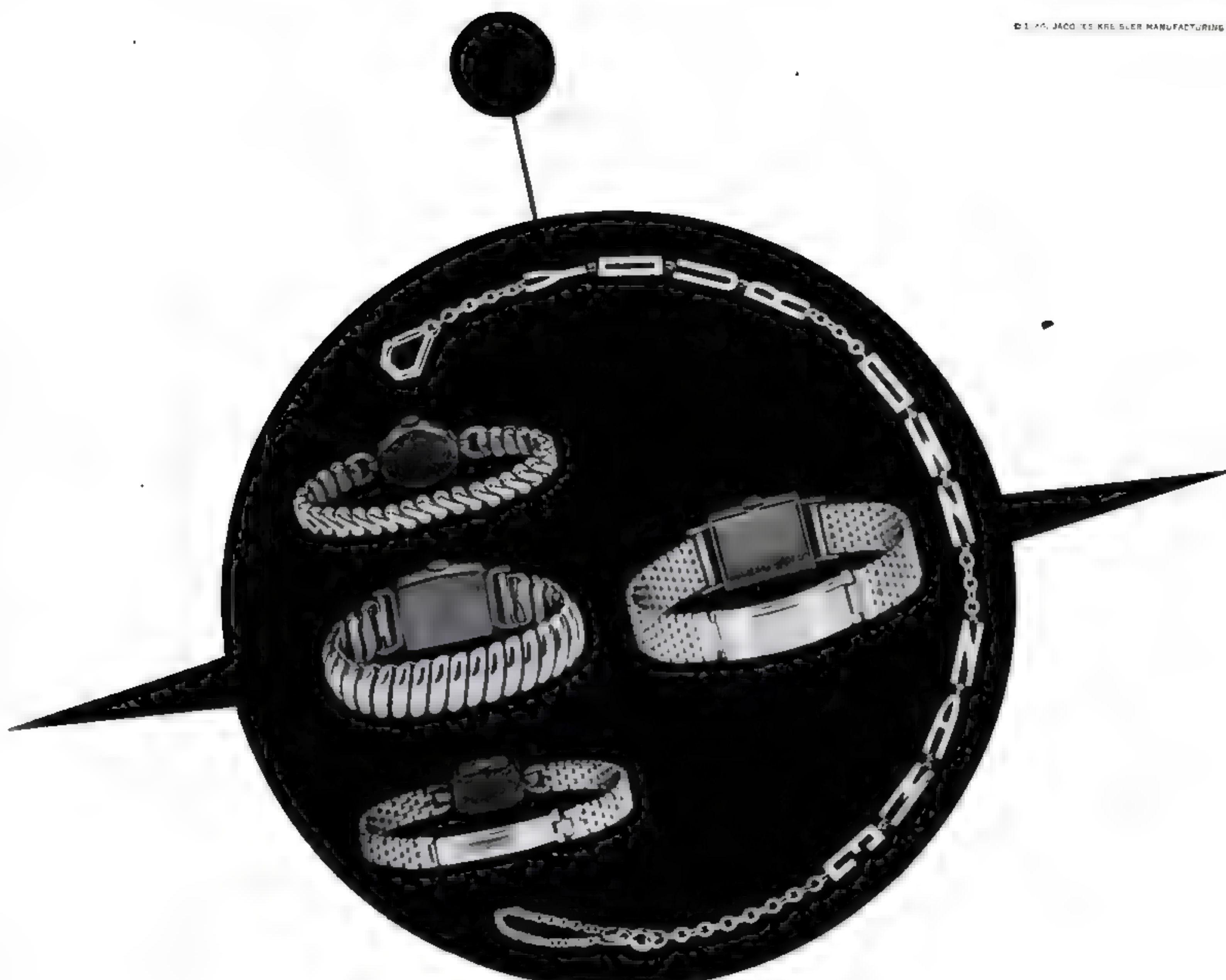


A FLEEING MONKEY FROM AN EXPERIMENTAL COLONY IN PUERTO RICO, CAUGHT ON A SAND BAR, STARES GLUMLY AT LIFE'S CAMERA

## Everybody finally had to face the facts

With more reason than usual during these 10 years, the world wanted to run away from itself. On Santiago Island neither scandal nor politics nor war disturbed the colony of rhesus monkeys. But the babble of rhesus society grew too much for this monkey and he fled out into the water. Finally he had the choice of turning or of going in over his head. Like everybody else in the decade he then turned and, glowering, faced the facts.





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Luckily, Peggy's sense of humor came to the rescue. So did Mother with a trip to the medicine cabinet — and out they finally went in gales of laughter.

Many a nasty moment can take a happy turn when the family medicine chest is prepared to meet the situation. Better check on your own today. And when you're stocking up, look for supplies carrying the trusted Rexall label. For that assures you that every item is laboratory tested and guaranteed for purity and potency . . . the same Rexall qualities that count so highly with your doctor in filling prescriptions.

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# OUR TIMES: 1936-1946

A famous historian  
scans the mores and  
strenuous folkways  
of a turbulent era

by MARK SULLIVAN

**I**N any decade or generation, entertainment, diversion and manners give flavor to the time. They give life an aspect which is more intimately known and longer remembered than the commonly accepted stuff of history. For they are part of a people's culture and culture has its own effect on the depths of national life.

Learned persons, notably Plato in the *Republic*, have said that there is a direct relation between the popular music of a country and the condition of the state as a whole. "The introduction of a new kind of music," he wrote, "must be shunned . . . since styles of music are never disturbed without affecting the most important political institutions; the new style insinuates itself into manners and customs and goes on to attack laws and constitutions, until it ends by overturning everything, both in public and in private."

A vague affirmation of Plato's dictum was current in popular talk during the 1936-46 decade. There were new political institutions in the country and there was also a new kind of music, both disliked by many. Those who wished to express disapproval of the political innovations borrowed the terminology of current music and dance to express their condemnation. "Jitterbug" and "jazz" became everyday terms of political criticism. It was easy for the irritated to find a relation between political and social innovations and contemporary tunes that went by such names as *Flat-Foot Floogie*, *Dipsy Doodle* and *The Hut-Sut Song*.

Some songs had a direct relation to the times in the superficial sense that they were topical. In a show called *I'd Rather Be Right*, George M.

Cohan impersonated President Roosevelt. Feeling a speech coming on, he called to the Presidential secretary, "McIntyre, bring me a bre-side." In the song *Off the Record* Cohan qua Roosevelt congratulated himself on the fortunate marital and business affiliations achieved by two of his children. The song pointed out that the President was never likely to die of starvation since one of his children had married a Du Pont and the other had gone to work for William Randolph Hearst.

Most of the songs of the period depended upon no adventitious relation to current characters or topics. They derived their appeal from the same source as songs in every age—the timeless theme of boy meets girl. Of the love songs that took hold during this decade, one whose popularity was justified by its power to evoke a mood of young romance was *Deep Purple*:

When the deep purple falls  
Over sleepy garden walls,  
And the stars begin to flicker in the sky . . .  
You wander back to me.

A song that kept the love theme but transmuted the boy-girl theme into the poignant plea of an older man to a young girl, *September Song*, was made popular by Walter Huston in *Knickerbocker Holiday*. Judged as a lyric, it had merit that may give it a longer life than the fleeting day of myriad ephemeral love songs:

It's a long, long time from May to December,  
And the days grow short when you reach  
September.

When the autumn winds turn the leaves  
to flame,  
One hasn't got time for the waiting game.

Oh, the days dwindle down to a precious few—  
September, November—

And these few precious days I would spend  
with you. . . .

One song, keeping the boy-girl theme, varied it with a touch of light cynicism and dubious grammar:

Oh, Lillie Belle, Oh, Lilhe Belle, Lilhe Belle,  
Though I may have done some foolin'  
This is why I never fell.

I got spurs that jingle, jangle, jingle . . .  
And they sing, "Oh, ain't you glad you're single,"  
And that song ain't so very far from wrong.

The boy-girl theme—in this case with the boy a middle-aged man and the girl pretty worldly—reappeared in a song which a young woman from Weatherford, Texas, little Mary Martin, made popular and which in turn carried her to stardom on Broadway:

While tearing off a game of golf,  
I may make a play for the caddy;  
But when I do, I don't follow through,  
'Cause my heart belongs to Daddy.

Search for new tunes, or old ones to adapt, led to strange sources. A song of the 1940s which was a freak in both its history and its enormous popularity was:

Mairzy doats and dozy doats and  
Liddle lamzy divey,

A kiddie divey too, wouldn't you?

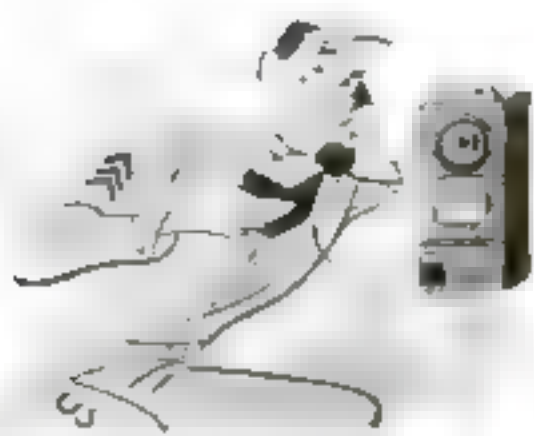
Scholarly philologists concluded this was an example of what the *Baltimore Sun* called "continuous articulation." But mothers recognized it as conscious baby talk, an impish variation of an old nursery rhyme: "Mares eat oats, does eat oats and little lambs eat ivy."



THE DECADE'S MOST SUITABLE SYMBOL WAS THE AERO-SAXON ART OF THE JITTERBUG



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Mark Sullivan is not only one of America's most distinguished journalists but a historian whose *Our Times*, spanning the years from 1900 through 1925, is a widely consulted record of 20th Century U.S. politics, sociology and manners. In this article Mr. Sullivan leaves aside the decade's major events, which are covered elsewhere, and deals with songs, dances and other "bubbles above the deeps." Here he shows his unique talent for giving the aspect of history to events which have barely passed from this generation's headlines.

### OUR TIMES CONTINUED

The songs that became popular just before and during the war were definitely associated with the time, in all its phases, from reverent to ribald. *God Bless America* was an emotional, earnest, literal prayer. A song of deep and solemn sentiment, most widely sung in England but cherished by many Americans was *There'll Always Be an England*. Similarly bi-national was *The White Cliffs of Dover*. An airman returning from a gallant and dangerous mission was made to sing the lovely *Coming In on a Wing and a Prayer*. *I'm Dreaming of a White Christmas* was not written as a war song but was both longing and solace to millions of homesick youths on hot tropic nights. *Praise the Lord and Pass the Ammunition* was put in the mouth of a Navy chaplain, who in the heat of battle turned more martial than clerical. The Australian melody brought back by our soldiers, "Waltzing Matilda, Waltzing Matilda, you'll come a-waltzing Matilda with me," was taken by Americans at home to be about a girl; but while the music was sentimental, to Australians *Waltzing Matilda* meant decamping. A German song, a soldier's farewell which many American soldiers liked, was *Lili Marleen*. *Dirty Gertie from Bizerte* was, in versions many soldiers sang, as earthy as the title implies. *Der Fuehrer's Face* got its popularity from the opportunity it provided for making an impolite noise. The song most sung by soldiers abroad, though comparatively little known at home, *Bless 'Em All*, viewed the Army through the disillusioned eye of the perennial private: "A private has really no privacy now, we're all behind the 8-ball; no ice cream and cookies for flat-footed rookies; so cheer up, my lads, bless 'em all."

Popular songs of the 1936-46 decade, as in any generation, were made popular by adolescents. And one who has heard a popular song during his adolescent years, especially if at a place and time associated with personal romance, is apt for the rest of his life to think it the best song of all time. Among songs of the late 1930s that will be remembered nostalgically by oldsters a generation hence were: "The stars at night are big and bright, deep in the heart of Texas"; "You are my sunshine, my only sunshine," a special favorite with the jukebox audiences; "Pistol Packin' Mama, Lay that pistol down;" "We're off to see the Wizard, the Wonderful Wizard of Oz;" "Ev'ry Little Lambeth gal, with her little Lambeth pal... you'll find 'em all doin' the Lambeth walk."

They were as the leaves to the forest and almost as deciduous. In every age tens of thousands of songs are published, a few hundred are sung briefly, a handful survive for a longer period, two

CONTINUED ON PAGE 129

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**HOT JAZZ** gave its avid connoisseurs symptoms suggesting acute epilepsy.



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## OUR TIMES CONTINUED

or three may become permanent additions to the nation's store of melody. Whether any song of the 1930s will duplicate the assured permanence of *Ol' Man River*, of the 1920s, remains for the test of time. A worthy contender for permanence were the songs sung in one of the best musical shows that ever appeared on the American stage, *Oklahoma!* The words of one song, with the melody, had amazing power to conjure a mood of content and well-being:

Oh what a beautiful morning,  
Oh, what a beautiful day.  
I've got a beautiful feeling,  
That everything's going my way."

In this decade the accent fell on youth, and the very word passed through a far-ranging change testifying to a raising of youth's place in the world together with the lowering of youth's age level. "Youth," as understood in an earlier day, meant persons of from 25 down to 18; but the term invented during the 1930s, "teen-agers," reached down to envelop what staid generations had regarded as children. And as the age level of the group descended, its power broadened, producing a veritable social revolution.

Where youth most exercised sway was in dancing and dance music. Within that area the teen-agers were omnipotent. They were a world of their own and within this world developed the paraphernalia of a state. This world had its citadels—the corner drug-stores and small dance halls in which juke boxes provided the national music. It had high-priests—the popular bandleaders of radio and juke-box recordings, accorded an almost idolatrous and hysterical worship. It had a national uniform or folk dress—bobby sox for females, saddle shoes for males.

The teen-age empire has not achieved a national literature of its own, but much contemporary literature of the adult world deals with it. A verse published during the period, embodying much of its lore, was written by Harry Haenigsen, creator of a teen-age character called Bill and pictorial recorder of his adolescent experiences in a comic strip (in the New York *Herald-Tribune* and a syndicate of other papers). To most adults, even in the contemporary generation, the language of the teen-agers will be esoteric, mystifying and unfathomable. Yet, if 50 years from now any author should undertake to write a novel or play dealing with the manners and mores of American youth during the late 1930s, he would need to know the vocabulary of which the words in this verse by Cartoonist Haenigsen are a few:

Blessings on thee, little man,  
Saddle shoes of white and tan,  
With your turned-up pantaloons,  
And your boogie-woogie tunes.  
With your high and mighty scorn,  
For all icky, long-hair corn.  
Swing your swing and jive your jive,  
Creeps, it's great to be alive!  
You know where the hepcat goes,  
Where the hottest trumpet blows,  
Where the meanest slyphorn moans,  
Where the swoonest crooner groans,  
Where the raucous juke-box roar  
Trembles walls and quakes the floor.  
In the groove, how, ska-zu-zam,  
Send me, pigeon, ride the jam.

CONTINUED ON NEXT PAGE

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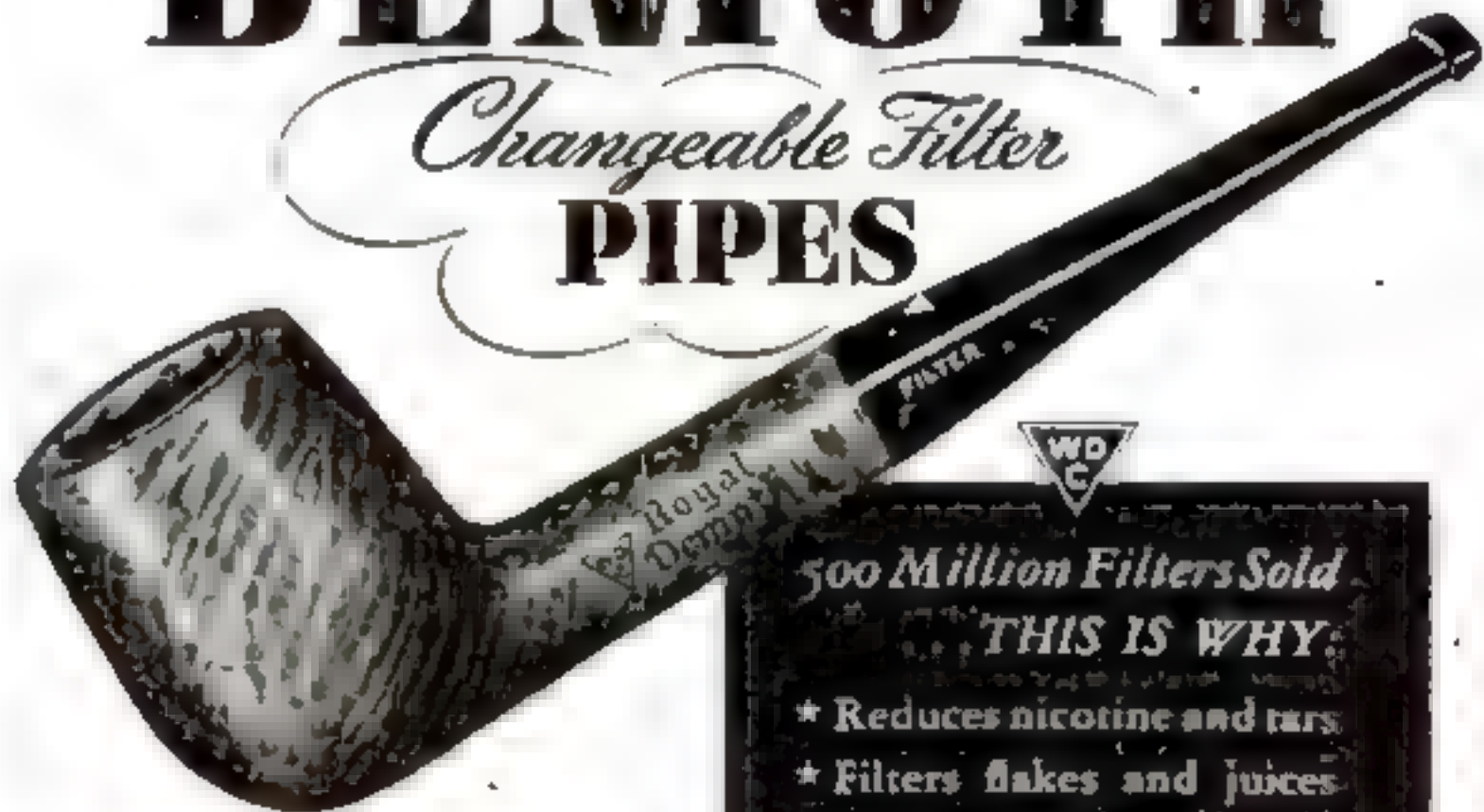
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Actually the teen-agers developed, for their ordinary conversation inside their empire, a lexicon of strange words large enough to be a veritable national tongue. For expressing the well-being that was the teen-agers' usual happy state there were several synonyms. "On the beam" and "in the groove" would convey the intended meaning to anyone, but "cookin' with gas" was strictly teen-age argot. A desirable teen-age lady was a "pigeon"; if her desirability was superlative she was a "groovy pigeon." A word for the ability to inspire admiration in one of the other sex was "swoony." If another moved you to enthusiastic approval, you said, "Did he send me!" One who was undesirable, of either sex, was a "goon" or "drip" or "drool" or "droop," all of which are onomatopoeitic. To be sophisticated, to know what it was all about, was to be "hep." To express strong approbation, you said, "Solid, Jackson." For strong assent to another's remark you replied, "You can say that again!"

A dance of the earlier part of the decade, beginning about 1937, was called the "big apple." It started with students in a South Carolina college town who had taken it from the improvised and highly imaginative dancing of Negroes at a small nightclub that gave the dance its name. The big apple reminded an older generation of a stepped-up Virginia reel or square dance, but it was a crystallization of the teen-age spirit, a symposium of its dancing.



**ZOOT SUIT**, or drape shape, flourished in Harlem, caught on in 1942.

The big apple started with the dancers gathered in a circle tapping their feet to the music. Upon the initiative of one of the dancers or a caller when there was one, the dancers would break into a free combination of popular steps. One of the steps, "truckin'" (basic to many dances of the period), resembled an engaging shuffling shamble, in which the dancer raised one hand and waved the forefinger. (This step was not confined to the dance floor. A familiar sight of the decade was high-school students truckin' to and from classes.) In one of the figures, "praise Allah," the dancers in unison raised their arms above their heads and brought them down in a kind of sweeping, Oriental salaam. In another figure, the Suzy-Q, the dancers also made use of their arms, hooking their two little fingers in

front of their chests. When the caller called out "organ grinder," one partner of each couple would kneel while the other danced around him or her in a circle, always keeping a finger on top of the kneeler's head. The "shag" was another step basic to dancing of the period. It reminded oldsters of the ancient jig and seemed to consist of alternate hopping on each foot, followed by the little kick step that was youth's own hallmark. At the word "shine" a couple would improvise on all the steps, soloing in the center of the other dancers.

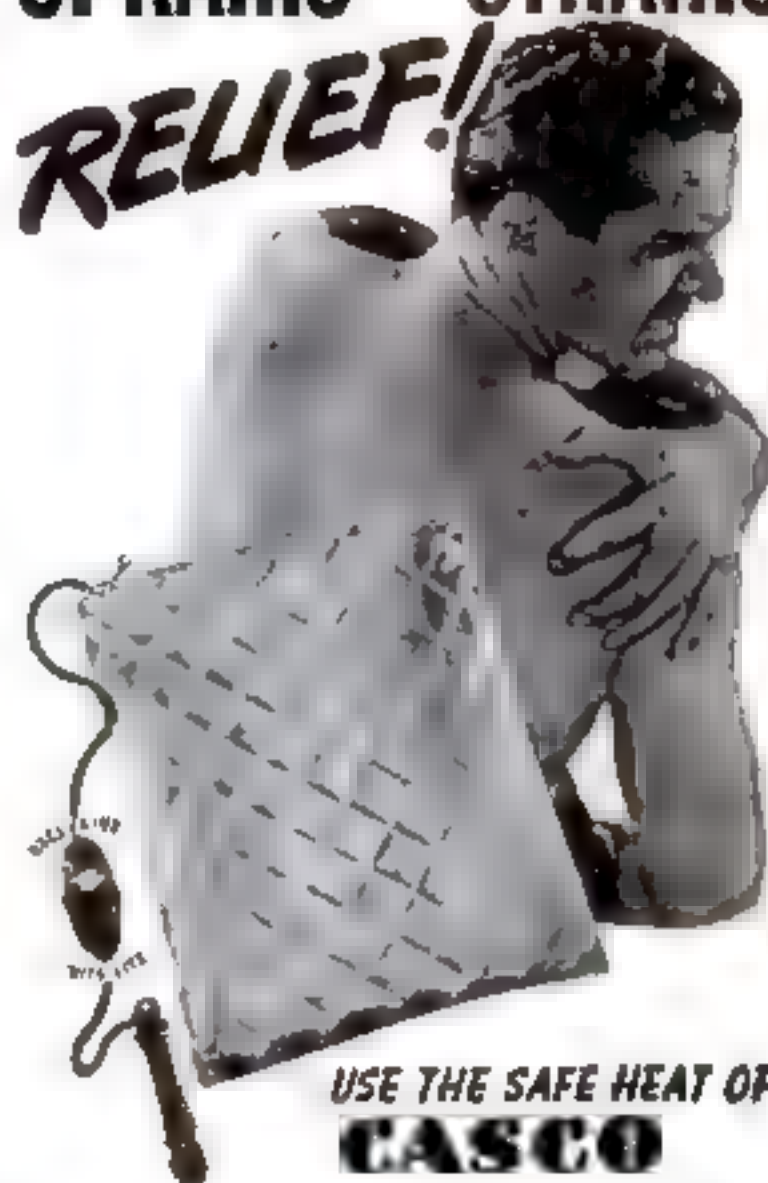
The big apple swept the country with the speed of a prairie fire and as quickly disappeared, a victim of the amount of space it required. It dissolved into its component parts, the Suzy-Q, the shag and truckin'. These were succeeded by "jitterbugging," and this was the prevailing dance at the end of the decade.

One type of teen-age music, "boogie-woogie," had a marked, intense beat. A popular piece, *Beat Me Daddy, Eight to the Bar*, summed up in its title the boogie-woogie mood and stated its rhythm; and rhythm, the beat, was everything.

This emphasis on accent may account for something that was lacking in teen-age tunes. The words of some of the popular music of the day, such as *Flat-Foot Floogie*, made no sense. Nor were they meant to. Absence of meaning was not only accepted but enjoyed. Young folks put special zest into audience participation in the singing of a vocal piece whose first line ran, "Hut-sut rawlson on the rillerah and a brawla brawla soo-it."

Use of meaningless syllables as a refrain in a song—such as "Hi-de-hi-de-hi" in *Minnie the Moocher* and "Skid-dat-de-dat," and "Ska-zu-zan"—is not new. Those syllables are no more meaningless than Yip-I-Addy-I-Ay, which was very popular 50 years ago. Indeed the prac-

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**Always a Hit. Sloe Gin Fizz.** Fill shaker with shaved ice. Jigger Arrow Kreemy Hed Sloe Gin. Juice ¼ lemon. Barpoon sugar. Shake, strain into 8 oz. glass. Fizz with seltzer.



**Makes Friends. Sloe Gin Cola.** In 8 oz. glass put one cube ice. One jigger Arrow Kreemy Hed Sloe Gin. Fill with any cola drink.



**Crowd Pleaser. Blackberry Sour.** One jigger Arrow Blackberry Flavored Brandy. Juice of ¼ lemon. Shake in shaved ice, strain into sour glass.



**Happy Days. Blackberry Highball.** In 8 oz. glass put two cubes ice. One jigger Blackberry Flavored Brandy. Fill with ginger ale or soda water.



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**PAL**

**HOLLOW GROUND**

**RAZOR BLADES**

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Pat. No. 2,262,589

tice was common in early folk music and Shakespeare followed it. But Shakespeare's "hey Nonny, nonny" was a refrain to a lyric which made sense and was lovely. The use of meaningless syllables progressed, in the latest phase of teen-age music, to the point where entire songs contained no word known to any dictionary, only meaningless syllables and vocal articulations. It became a fad, labeled the "Hey-Ba-Ba-Re-Bop" school.

When the decade began, radio was still in childhood. The first news broadcasts had taken place about 15 years before. Appreciation of radio entertainment by the public and demand for it by business institutions which found it useful as vehicles for advertising led to eager search for talent. Most of this came from professional sources—vaudeville performers, actors on the stage and screen, professional musicians who adapted their arts to the radio technique. The most extraordinary example was that of Edgar Bergen, who adapted ventriloquism—an art directed at the eye rather than the ear—so successfully that a wooden dummy called Charlie McCarthy became a figure more familiar to many Americans than were most Cabinet members.

A show perennially popular throughout the decade, until its entrepreneur was overtaken by advancing years and subsequent death in 1946, was Major Bowes's *Amateur Hour*, in which, from week to week, the performers were all different and all amateur, giving to the show a spontaneity that was ever renewed. A natural outgrowth was the "audience participation" show, in which members of the studio audience itself competed for prizes and in some cases were assigned stunts for the delectation of the other members and the radio listeners.

The "quiz show," another phenomenon of the decade, reached its intellectual flowering with *Information, Please*, which went on the air May 17, 1938. Its four performers were friends who had been in the habit of meeting for their personal pleasure and matching each other's memory about books, poetry, music and history. The adventure into elevated taste more than justified itself. *Information, Please* quickly took a high place in the ratings of listener-counters and soon had commercial sponsors to take advantage of its popularity. The success of *Information, Please* led to an appealing variation on the idea in 1940,



WOMEN WAR WORKERS manned 30% of U.S. industrial war plant jobs.

when five children with amazing capacity to answer unlimited questions in unbounded fields made a success as the *Quiz Kids*.

Unwilling to leave it to professional critics to decide which radio entertainment was best, business firms invented devices to register the number of listeners each radio program attracted. One show, called *Can You Top This?*, made up of joke tellers competing with each other, employed a "laugh meter" to record the volume of laughter each joke evoked.

These listener-counting devices—amusement and sentiment mechanically measured and rated by scale—were a detail of the relation between business and radio. In one aspect it foisted a barbarism of business upon art. In the singing commercials business took old songs and, keeping the music, substituted words which advertised goods that business desired to sell. An early example which gave the practice momentum appeared in September 1939. A radio advertiser purchased a swing version of *John Peel*, whose original words were rewritten into an advertisement extolling the virtues of a beverage:

Pepsi-Cola hits the spot;  
Twelve full ounces, that's a lot.  
Twice as much, and better too;  
Pepsi-Cola is the drink for you."

It was drama, mainly, that the radio entrepreneurs sought. But nothing that they found in the classics or otherwise already written



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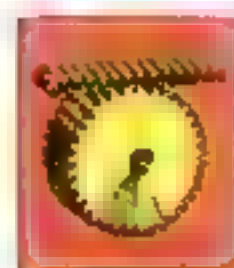
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Locomotives, tenders, cars and track built to uniform 3/16" scale. For every foot of real railroad height, width or length, the American Flyer replica measures 3/16". A two-loop, realistic system can be laid out in floor space only 8 feet square.



### SUPERPOWER WORM DRIVE

Makes possible slower, smoother starting and stopping. Permits maintaining slow speeds without danger of stalling and gives the steady motive power needed for high speeds. A speed of 120 scale miles per hour is easily possible.

### NEW PRECISION MOTOR

Born of experience in building hydraulic control valve motors for famous Grumman Helicopters. Certain parts machined to accuracy of two-thousandths of an inch. Assures abundance of smooth, surging power, long life, precision train control.



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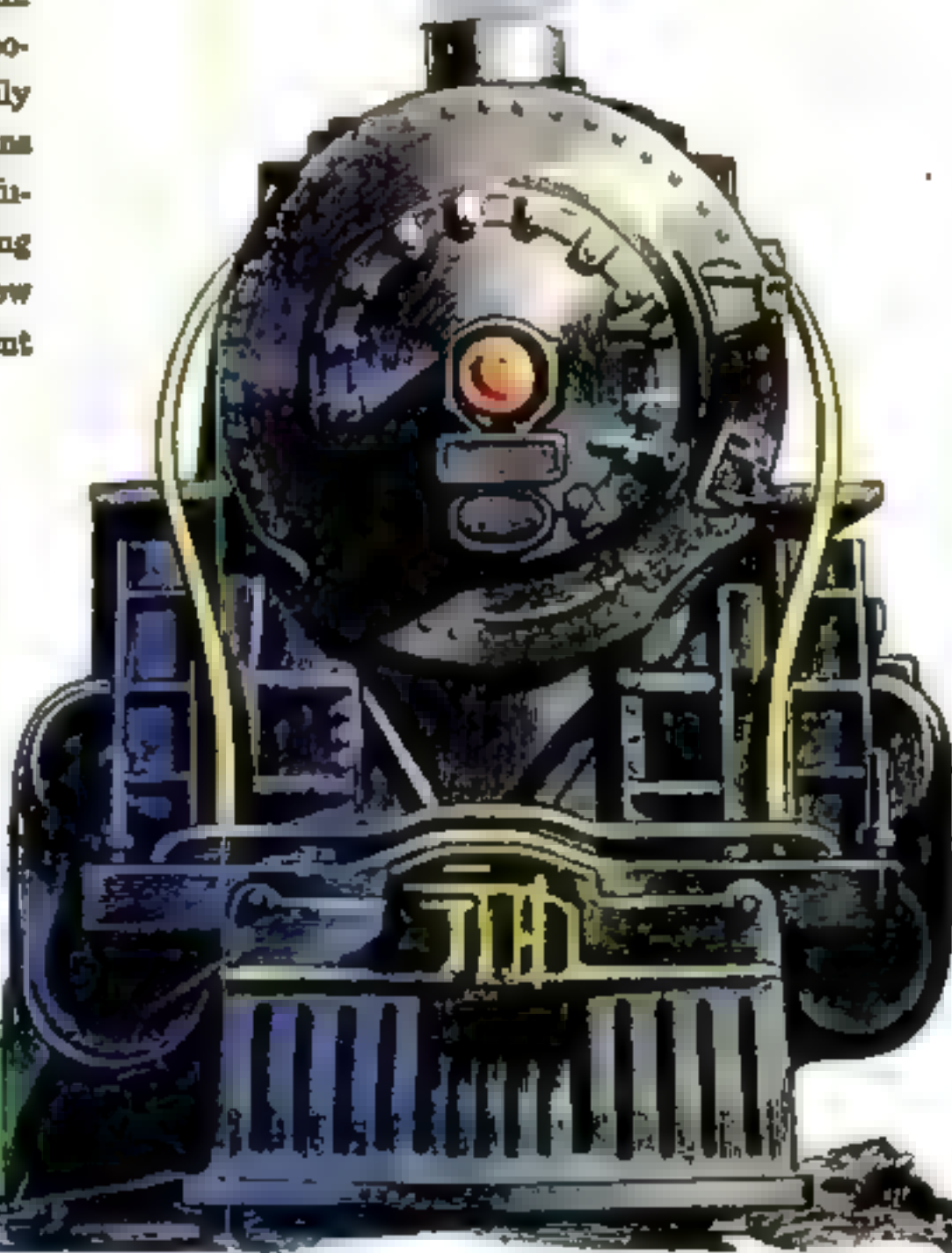


Builds towering parachute with four realistic 'chutes that are hoisted to top, then unfold and float to ground. Also, giant Ferris wheel—bridges that open and close—cranes that hoist, swivel and pick up metal by electromechanical power—dozens of other colossal engineering marvels. And how the Erector electric engine makes them buzz with action!

**FREE**—Illustrated catalog on new Erector, Gilbert Chemistry Sets and other Gilbert scientific toys. Just send name and address on post card. The A. C. Gilbert Company, 300 Erector Square, New Haven, Conn. This offer good only in U. S. A.

### NEW 1947 GILBERT CHEMISTRY LABORATORIES

The kind that brings boys fame and big awards. Postwar models have new type laboratory trays and racks—all metal construction—tip racks for test tubes—light-proof bottles—new chemistry book—other features for extra fun and thrills.



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**GIANT CATALOG ILLUSTRATED IN FULL COLOR**—Pictures and full descriptions of new American Flyer trains, exciting new remote-control loading equipment and other equipment for building complete, realistic railroad system. 10c. Address: The A. C. Gilbert Co., 300 Erector Square, New Haven, Conn.

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# Some things you should know about pneumonia

No. 199 in a series of messages from Parke, Davis & Co.  
on the importance of prompt and proper medical care.

**O**h, they can clear up pneumonia easily now with the new drugs."

You've probably heard some such remark in recent years. Actually it's only a partial truth. While medicine *has* made wonderful gains in its struggle with pneumonia, the disease can still be critical or even fatal—and you owe it to yourself to have up-to-date information about it.

## Kinds of pneumonia

There are a number of different kinds of pneumonia. By laboratory tests, X-rays, or other diagnostic methods, your doctor can tell which kind a patient has. He can then determine which, if any, of the new infection-fighting drugs should be used.

Here are the major kinds of pneumonia:

### 1. Pneumococcic pneumonia

In most years, the majority of pneumonia cases in the United States are caused by organisms of the pneumococcus family. There are about 40 types of these organisms. Fortunately, the sulfa drugs or penicillin—or both—have been found effective against all these 40 types.

### 2. Streptococcic pneumonia

Organisms of the streptococcus family can also cause pneumonia . . . Your doctor can fight them, too, with one of the sulfa drugs, penicillin or other indicated treatment.

### 3. Friedlander's pneumonia

This is brought on by an organism known as Friedlander's bacillus. Neither sulfa nor penicillin is effective, but streptomycin—a new drug, not yet generally available—has been successfully used in some cases.



### 4. Virus pneumonia

Rarely recognized 15 years ago, this has now become quite common in the United States. There are an undetermined number of types of virus pneumonia, most of them highly contagious. Virus pneumonias, unfortunately, do not yield to the new infection-

killing drugs, and in these cases prompt diagnosis and careful nursing are especially important.

## Preventing pneumonia

In spite of the effectiveness of the new drugs against most kinds of pneumonia, your doctor would far rather help you *prevent* the disease than *cure* it.

There is no vaccine that has proved satisfactory in immunizing against pneumonia. *But there is a great deal you can do to avoid getting it.*

Pneumonia often attacks a person who is run-down or over-tired, or who has had grippe, influenza or a severe cold. So if you have a cold with fever or a cough that hangs on, or if you suspect you have grippe or influenza—*call your doctor.*

*For by helping you through these less serious ailments, he can enormously reduce your risk of contracting pneumonia.*

## Medicine's winning fight

Because of the remarkable strides medicine has made in the last twelve years, there's been a spectacular decline in deaths from pneumonia.

*Actually, less than half as many Americans die now from pneumonia as in 1934.*

In the old days, the average pneumonia patient ran a high fever until the seventh, eighth or ninth day. Now, however, your doctor may be able to reduce your fever to normal within 24 hours.

In fact, when a person in reasonably good health contracts pneumonia today, the chances are that prompt and proper medical attention will bring him through.

**SEE YOUR DOCTOR!** Whenever you or your children have severe colds accompanied by fever, *call your physician promptly.*

Makers of medicines prescribed by physicians

**PARKE, DAVIS & CO.**

Research and Manufacturing Laboratories

Detroit 32, Michigan





**COMIC BOOKS**, usually anthologizing the adventures of well-known comic-strip characters, zoomed to a readership of 50,000,000 by 1942. Pocket Books and similar reprints of weightier literature also achieved enormous newsstand sales.

## OUR TIMES CONTINUED

and nothing new, including melodrama, that their writers feverishly composed approached four dramas that came over the radio directly out of reality.

In 1936 radio listeners heard an English king, head of the greatest empire in history, abdicate for the sake of "the woman I love." The abdication of Edward VIII, by the scope of the empire involved, exceeded in drama the affair of Antony and Cleopatra or any classic story of royalty and commoner involved in love.

In 1941 Americans eating midday dinner at home and listening to Sunday radio programs were startled by a sudden interruption and a dazed tenseness in the voices of radio announcers. Their country had been attacked by Japan at Pearl Harbor. So vivid was the impact of this news that to the end of their days they will remember its associations, where they were, what they were doing, who was with them.

The year before, radio listeners had heard commentators in London repeat the unforgettable battle cry that the Prime Minister of England, fighting alone and desperately hard-pressed but with courage superb, had only a few hours before uttered on the floor of the House of Commons: "We shall fight on beaches, landing grounds, in fields and in streets, and on the hills. We shall never surrender. . . ."

In 1945 occurred the first death of a President in office since the radio had become a nationwide institution. Late in the afternoon of April 12 came the news that President Roosevelt had died suddenly at Warm Springs, Ga. Following that stunning announcement, during three days until his burial, America had an experience probably never equaled in history on a nationwide scale: an outflow of tribute and an outpouring of elegiac music over the massed radio stations of all networks in the country, amounting to three days of continuous dirge.

In any decade or generation the events and personalities and conditions that most interest the average man at the time and re-



**SUPERMAN** was the decade's popular symbol of indestructible heroism.

main most vividly in his memory include many that have no identifiable relation to the main currents of history. They happen; they interest or amuse or entertain; they become the talk of a day, in some cases give rise to a fad or a vogue. They pass and, in the memories they leave, have hardly even so much pattern as a kaleidoscope; they are an attic jumble.

It was, of course, incidentally the decade of the novel *Gone With The Wind*, but inevitably of the Roosevelt jokes, most of them spontaneously invented and passed by word of mouth. Men said gaily to neighbors, "Have you heard the latest one on Roosevelt?" One story, at a time when Roosevelt's popularity seemed ebbing, purported to be a conversation between him and Mrs. Roosevelt. He, with husbandly solicitude, told her, "Eleanor, your slip is

CONTINUED ON NEXT PAGE

"My honeymoon is not over—Jimmy's got a Barbasol Face!" (a woman's heart grows fonder and fonder of a smooth, fine skin that's Barbasol-shaved.)



Barbasol's got what it takes to turn out the smoothest shave a man could ask for to please the woman in his life—truly superior ingredients that have made this famous brand America's #1 shave for speed and ease and soothing comfort. Try Barbasol and see how wonderfully true this is. Large size, 25¢. Giant size, 50¢. Family sizes, 75¢ and \$1.





# FALLING THERMOMETER!

Freezing weather strikes swiftly. Be prepared. Put THERMO in your car NOW before it's too late. Be sure of safe, economical protection against costly freeze-ups. THERMO is scientifically compounded to give lasting, worry-free protection at lowest temperatures. Buy the anti-freeze millions rely on. Take no chances. Get THERMO now.



## THERMOtorize



## OUR TIMES CONTINUED

showing." She, with wifely frankness replied, "Franklin, your show is slipping." A cartoon by Peter Arno was widely described and its caption repeated or paraphrased. Two elderly couples in evening dress, obviously of the privileged class, are depicted as calling to friends through the windows of an elegant club, "Come along. We're going to the Trans-Lux to hiss Roosevelt." Roosevelt took pleasure in the jests about him and occasionally made contributions himself. When, after the 1936 election in which Maine and Vermont among the states remained Republican, Senator Hale of Maine came to the White House, Roosevelt addressed him with grave decorum as "the ambassador from Maine."

It was a decade enlivened by the furor over nylon, originally announced by the Du Pont company in 1938 as a revolutionary fabric made of coal, air and water. Following a year of public talk



TRAILER CAMPS were home to many thousands of nomadic citizens.

and anticipation, the first stockings were put on sale in Wilmington, Del. on Oct. 24, 1939, with customers three-deep at the counters. Put on the national market in May 1940, sales totaled 780,000 pairs the first day. In February 1942 government commandeered the material for war uses. With nylon off to global war and silk not to be had, there ensued for some two years a vogue of painting legs to simulate stockings. With the return of nylon in trickles beginning in early 1945, more near-riots occurred at hosiery counters. This vogue had a special validity, being justified by

reasons of utility and attractiveness. Nylon stockings had a sheer-ness agreeable to the eye and enhancing to the leg; they were relatively inexpensive and had greater durability than other materials.

It was a decade in which the phrase, "Confucius say," credited to Walter Winchell, was used as introduction to pontification, original or quoted: "You know what Confucius say? Confucius say, 'Girl with a future should beware of man with a past.'" "Confucius say, 'All work and no play horses make you rich guy.'"

New words, arising with soldiers and sailors or otherwise as an incident of war, passed into the common vocabulary: "GI," short for "government issue," the official term for military supplies, became a term for men in the services who in previous wars had been called "doughboys" or "blue jackets"; "snafu," initials of a phrase devised as a satire on Navy routine, "situation normal, all fouled up." The glossary was endless — "blackout," "dimout," "beachhead."

It was a decade in which Orson Welles startled many persons into panic by a radio rendition of hostile men from Mars landing in New Jersey—and in which, all too soon, appeared an actual invention almost as terrifying, the atomic bomb.

But in the deeps below the bright bubbles and gay ripples of manners and diversions and entertainments, the American of the decade was steadily affected in every phase of his existence. War, social change, advances in science, mechanical inventions, all reacting upon each other, gave rise to currents that wafted the American of 1946 to a status different in vital respects from the one he occupied in 1936. Not only was an increase of life expectancy itself a happy outcome of the forces at work; man found ways to live with greater scope. Transcontinental and transoceanic air transportation, which at the beginning of the decade had been a novelty, were made commonplace as a by-product of air warfare.

As man's mobility increased, so the reach of his senses was sensibly lengthened. It became commonplace for an American to hear in his home, however humble, a voice from London, Moscow or Chungking. By the motion picture (and even more by television, if the promise of it is fulfilled) the range of man's vision was increased as his hearing had been increased by the radio.

The six or seven million American youths who in defense of the nation left quiet homes in little American villages, journeyed to



THE JEEP returned from battle to become an indomitable rural carryall.



# Integrity

*... the ingredient that now is more important than ever*

**A**lmost a hundred years ago my ancestors came to Milwaukee and brought with them a simple belief. They believed that a man's work or his product always should be his best.

It was in this spirit that they founded the Joseph Schlitz Brewing Company in 1849. Since that time, four generations of our family have guided the destiny of Schlitz and firmly held to this same belief. It is a belief that still lives and charts the course of Schlitz through these days of restrictions and increased demand.

We know that you would like more Schlitz than

present restrictions on the use of materials will permit us to make. But keeping up with demand is one thing and keeping up quality is another.

When choice ingredients are limited, they will make just so much Schlitz. If we attempted to make more beer under such conditions, it wouldn't be Schlitz. It's as simple as that.

Schlitz never has sacrificed quality for volume and never will. Always, you will find that every bottle of Schlitz fully justifies your confidence in the name it bears.



*Erwin C. Uihlein*  
ERWIN C. UIHLEIN, President

JOS. SCHLITZ BREWING COMPANY, MILWAUKEE, WIS.

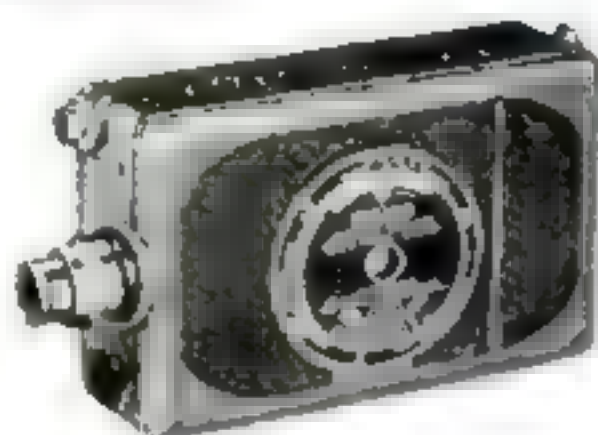
**THE BEER THAT MADE MILWAUKEE FAMOUS**





## Preserve every joyous family occasion in Filmo movies

The magic of Filmo personal movies can capture every happy family event . . . for a lifetime! In wonderful natural color, or in sparkling black-and-white, you can "write" your own family film biography.



You'll want Filmo movies, because there's no substitute for the camera that's precision-built by the makers of Hollywood's professional equipment.

Filmo gives professional results with amateur ease—just sight, press a button, and *what you see, you get!*

See your Bell & Howell dealer now. Discover how easily and inexpensively *you* can make personal movies.



### THERE'S A FILMO EXACTLY SUITED TO YOU

The 16mm Auto Load (above) is a camera for both beginners and advanced amateurs. It features a Super-Sound shown at left. Other Filmo's in both 8mm and 16mm. Projectors to match. For sound movies at home, see the Filmo Sound Projector. Write for illustrated literature to Bell & Howell Company, 7141 McCormick Road, Chicago 45, New York 20; Hollywood 38; Washington 5, D. C.; London.

Precision-Made by

**BELL & HOWELL**

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World

## OUR TIMES CONTINUED

far countries and have now returned are likely to have their outlook modified in ways that will have permanent effect on American society. There were similar crosscurrents of migration within America. Hundreds of thousands of boys, in many cases accompanied by their sisters or even their mothers, left farm homes and went to shipyards or aircraft factories in distant cities. The industrial trades they learned and the new outlooks they acquired are already beginning to express themselves in changed patterns of American life.

Economic changes that started before the war had begun to alter the status of classes in their relation to each other, and the process was accelerated by the war and its aftermath. Increased wage rates during the period, together with tax and fiscal politics of the government, brought about a partial redistribution of wealth. With economic change came, as always, social change. Increased income enabled girls in shops, factories and offices to dress better. More money created the opportunity—the desire had been always there. Manufacturers were quick to respond, and mass production of styles hitherto limited to expensive, custom-made garments facilitated the process. During this decade an average man walking down the street and observing the scene would have noticed little difference between the appearance and chic of a girl who earned her living and a daughter of inherited wealth.

The opening to women of high-paid jobs outside the home led to flight from the kitchen. Many a family accustomed to domestic help found themselves, owing to the decreased purchasing power of their incomes, unable to compete against the higher pay, fewer hours and greater glamour of jobs in industry and business.

As the decade ended, adjustment to the new condition was leading ever faster to the building of smaller houses and redesign of interiors. The old-fashioned basement kitchen, from which foods had to be carried up a flight of stairs, was disappearing. To the harassed housewife deprived of outside help the only feasible rescue was a battery of household appliances—ingenious electrical devices for washing dishes, washing clothes and ironing them, disposing of garbage—which industry was rapidly devising.

All this was part of a groping toward social leveling. Such words as "sir" and "madam" tended toward obsolescence. "Mr." as a formal title fell into some disuse; President Roosevelt wrote official letters in which he addressed Cabinet members and senators by their first names.

Yet all this was not so novel as it may seem. Change in American life is not new; it is the rule. To maintain fluidity in our social life, to avoid stratification has been a principle with us. To be quick in adaptability has been our pride. To our speed of adjustment, both in government and industry, we gave credit for our success in war; Hitler had said a democracy could not do what we did. What is new in our present situation is a greatly accelerated tempo of change taking place simultaneously in many fields. If for the time it causes discomfort and if some manifestations of it in the field of manners repel, we may reflect that these are mere superficial accompaniments of the continuing fluidity that has been an essential condition of our national existence.



**PSYCHIATRY** overflowed the mental clinics and foamed down Main Street, endowing the average American with the dubious advantages of a subconscious mind. Even Hollywood, in pictures like *Spellbound* (above), gave its heroes (here Gregory Peck) elaborate surrealistic dreams in lurid settings by Salvador Dali.





# THE AMERICAN AMBASSADOR

## sailed in the hold...

**A**T 5 A.M. ON TWELFTH AVENUE, New York City, a gang of stevedores dumped the American ambassador unceremoniously aboard. They thrust a steel hook into him, lifted him high into the air, and then dropped him into the starboard side of the hold aft, right beneath the steerage passengers. And there he stayed until the vessel hit port in Bordeaux (or was it Calcutta or Copenhagen or Cairo?).

And when they unloaded him, the people said he was the best ambassador his country had ever sent. People admired him everywhere he was seen, and took to thinking better of the country that had sent him. And this was very important, for they had got into the habit of cussing the life out of Uncle Sam.

The name of this ambassador was Turbo-Generator, or maybe Refrigerator, Radio, Automobile, or Machine Tool.

And wherever this ambassador from the U.S.A. went, the people paid for him to stay, in their own homes, or factories, or garages.

The world outside our shores is paying the U.S. close

to 8 billion dollars a year to send them ambassadors like that. And this is good business—and even better diplomacy.

There's another pair of useful and hard-working American diplomats going out regularly to the four corners of the world today—street-corner, in-the-pocket, on-the-living-room-table diplomats, who have a double job to do.

One of their jobs is to tell the candid, undistorted news of America to thinking people of other lands.

That's a specially urgent job right now, when part of the world looks to America for democratic and economic leadership—and another part is busy maligning our motives and way of life.

The other job of these diplomats is to carry to buyers everywhere the sales messages of American industry.

And that's a highly important job too. Because if America sells 10 billion dollars' worth of goods to the rest of the world each year, that will provide 5 million jobs here at home.

The names of these short-sleeve diplomats are **TIME** and **LIFE** International; and they go regularly into over 70 countries around the world to work for you and America.



### The International Editions of

# TIME and LIFE

*Bringing the products of democratic journalism and the products of the democratic way of life to the peoples of other lands.*



# *Where Are They Now?*



## **LIFE'S BABY**

**George Story is 10 years old**

In 10 years upwards of 200,000 faces have stared out of *LIFE's* pages. This does not include the millions of people in crowds, nor a number of dogs, hogs, apes and other animals. It includes only human faces, easily recognizable as individuals. A few of these, belonging to celebrities, have appeared over and over again in *LIFE*, but most of them have

done so only once—pulled out suddenly from obscurity and as suddenly pushed back. These people are, in a sense, preserved in amber, arrested in the middle of a smile, a smoke, a meal, caught in the quick-passing record of the time because they had done something out of the ordinary or conversely, because they seemed utterly ordinary and





typical. Looking back at old pictures always brings forth a wondering "Whatever became of . . . ?" On these and the following pages LIFE goes back for another look at some of its subjects to answer the question, "Where are they now?"

The first face ever to appear in LIFE was the squalling, red one of the newborn baby shown on the op-

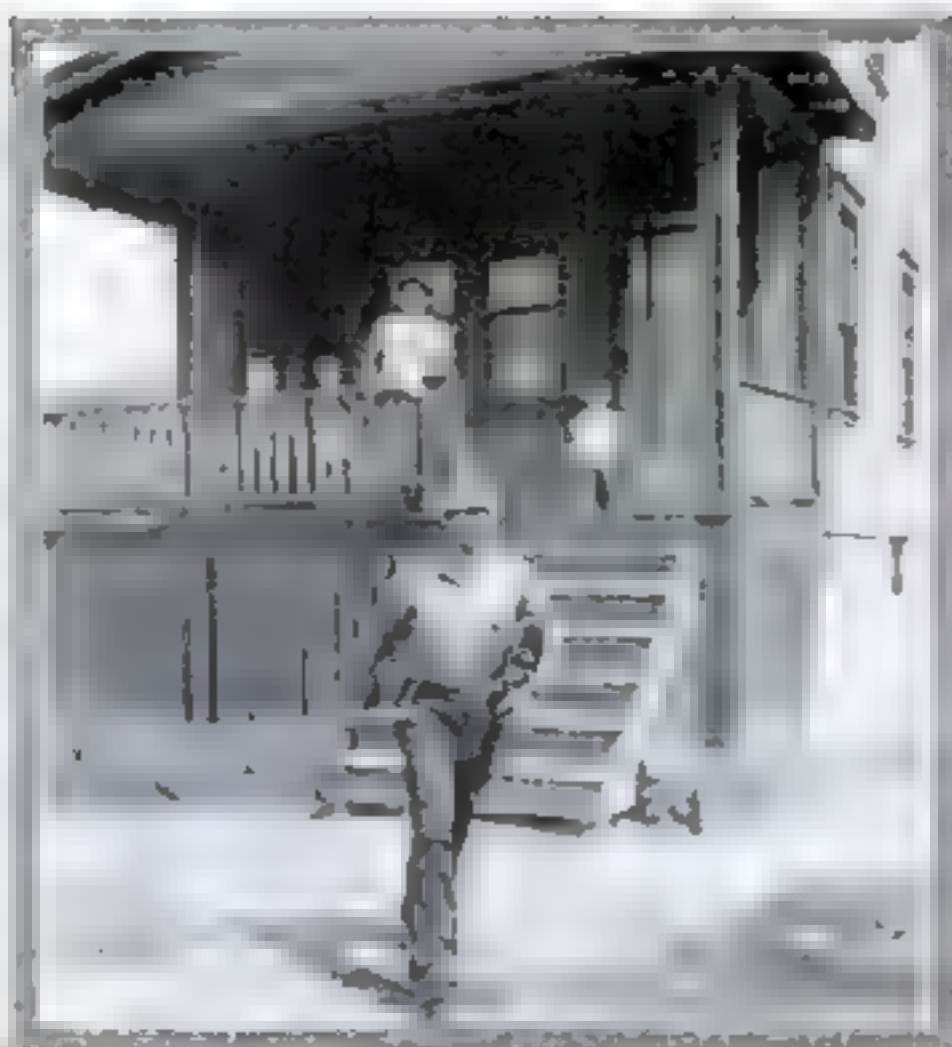
posite page. This photograph was taken seconds after the baby's birth by Caesarean section on April 24, 1936 and published with the headline "Life Begins" on the opening page of LIFE's first issue. The baby is George Reynolds Storv, who lives with his father and mother and small brother in a rambling house in Portland, Ore. Despite his accidental selection

for LIFE's first issue, he could scarcely be more typical today. He is 10 years old and has grown into a husky (100 lb.), healthy, inquisitive American kid. He is devoted to athletics, is captain of the fifth-grade football team at the Fernwood School, plans when he grows up to be a professional baseball player in the summer and an astronomer in the winter.





**IN 1937** Andy Lopata was 28. He sported a bushy mustache, had worked hard in steel mill for seven years.



**ANDY'S HOME** in 1937 was three rooms in a two-family house. He walked three miles to work every day.



**AFTER WORK** he cleaned himself up at a pump in back yard, got a fresh cold water from a well in the woods.

## ANDY LOPATA

**STEELWORKER'S FAMILY AND PAY  
HAVE NEARLY TRIPLED IN 10 YEARS**

Ten years ago Life Photographer Alfred Eisenstaedt was sent to Aliquippa, Pa. to take pictures of a typical steelworker. He picked Andy Lopata, then earning \$3.80 a day in the Jones & Laughlin plant. After the pictures were taken Andy received the doubtful honor of being one of the first steelworkers on record to be fired for joining the C.I.O. He went on relief for 10 months, supporting his wife and three children with a \$87.20

monthly WPA check. Later he got his job back with Jones & Laughlin, after the C.I.O. had succeeded in raising steelworkers' wages to \$5 a day, an all-time high. Today Andy is with Vulcan Crucible Steel Co. His wages have soared to \$9.00 a day, but he claims that he is still broke because prices are higher, and he now has eight children. But Andy is considerably better off than he was before. He owns his own home and he has a cow.



**ANDY TODAY** has changed little although his mustache has been shaved off. His wife still goes barefoot, refused to have her own picture taken a second time by LIFE.



**ANDY'S NEW HOME** is on hillside above Aliquippa. It contains five rooms, a handsome refrigerator and a gas stove. He built the entire house at back hand.



**ANDY'S CHILDREN** number five girls and three boys. Baby girl (Josephine) just born is not shown above; neither is oldest boy who was in hospital with broken arm.

CONTINUED ON PAGE 145



**W**hat's your husband's best bet in the new collar styles?



**1.** Average head and features? Then you can bet that your husband will look great in the new

"Manhattan" *Sello* collar. The medium-length points and slight spread of this collar make it flattering to seven out of ten men.

Your "Manhattan" dealer may not have this collar style in all materials and colors. But he does have it in some shirts. In white oxfords, handsome solid colors, and lively stripes. And he'll have a bigger selection of "Manhattan" Shirts with *Sello* collars as time goes on.



**2.** Slim face and long neck? The smart new "Manhattan" *Wythe* will be his most flattering collar. It has short, well-spread points that tend to shorten those vertical lines.

The same expert care and craftsmanship that go into a "Manhattan" collar are evident throughout the entire shirt. "Manhattan" Shirts are specially cut to stay flat across the chest, snug at the waist, free-and-easy at arms and elbows. What's more, "Manhattan" Shirts will wash without changing size or fading. (Fabric residual shrinkage 1% or less.)



**3.** Round face and short neck? The new "Manhattan" *Manlo* or *Lasher* collar (long points) will make him look taller. You

can now get both these new collars in whites and solids in many fabrics.

Whatever "Manhattan" collar style you pick, as a woman you'll appreciate the *quality* features of "Manhattan" Shirts. Special stitching in the buttonholes. Three-ply button foundation. Custom method of reinforced construction where the tails join. Why not see your dealer today?

THE MANHATTAN SHIRT COMPANY

*Manhattan* Shirts — Make the most of you



# World-famous California Wines

## ITALIAN SWISS COLONY



We pick the grapes  
from the Colony vines

To bring you these mellow  
and flavorful wines!



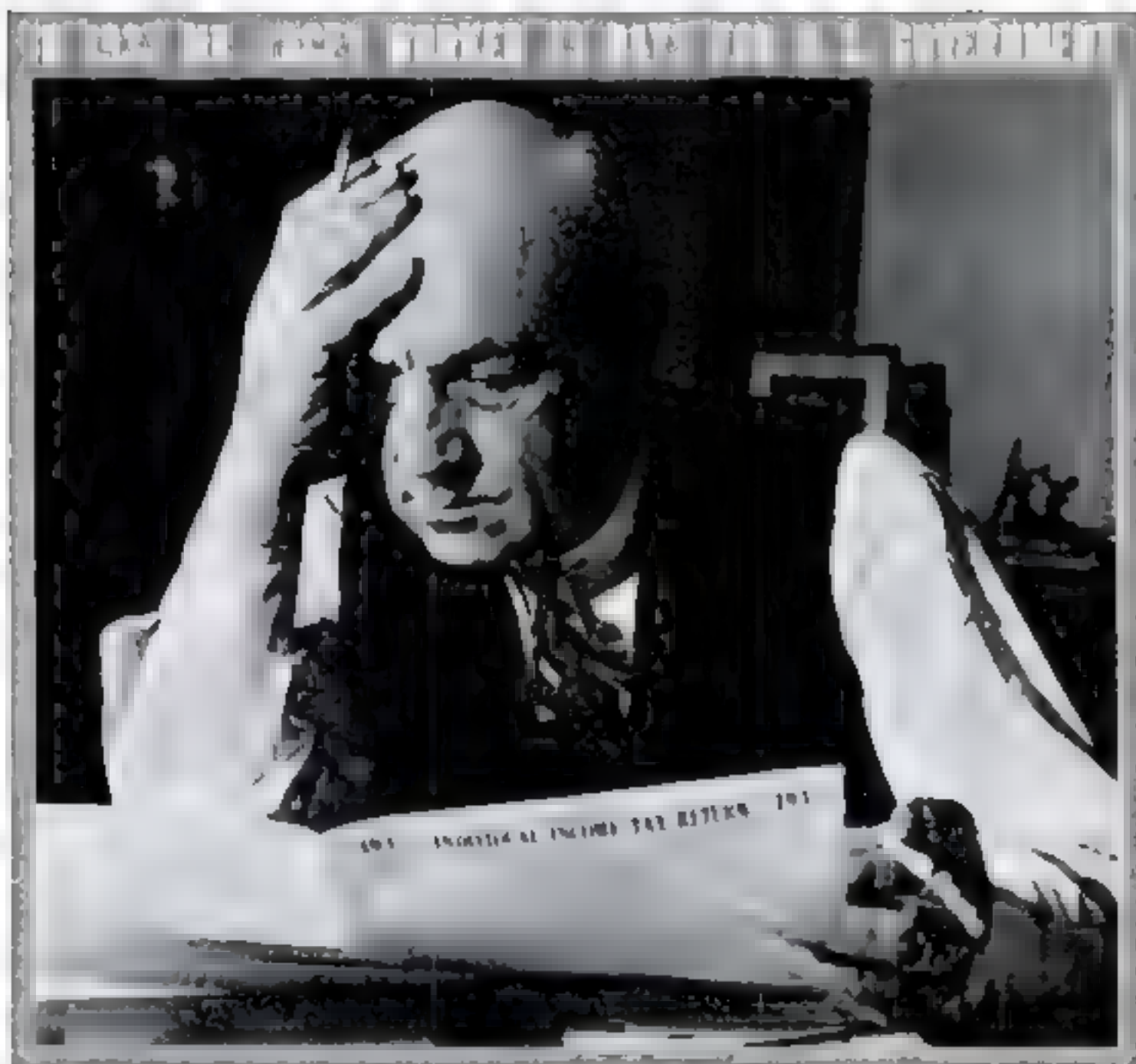
**To pick a wine**—a really fine wine—you simply reach up to your dealer's shelf—and take the bottle labeled "Italian Swiss Colony." That way you're sure of delightful bouquet—jewel clear color—marvelous, mellow flavor! For this wine made with rare skill... by old

wine-growing traditions handed down since 1881 at California's historic Colony

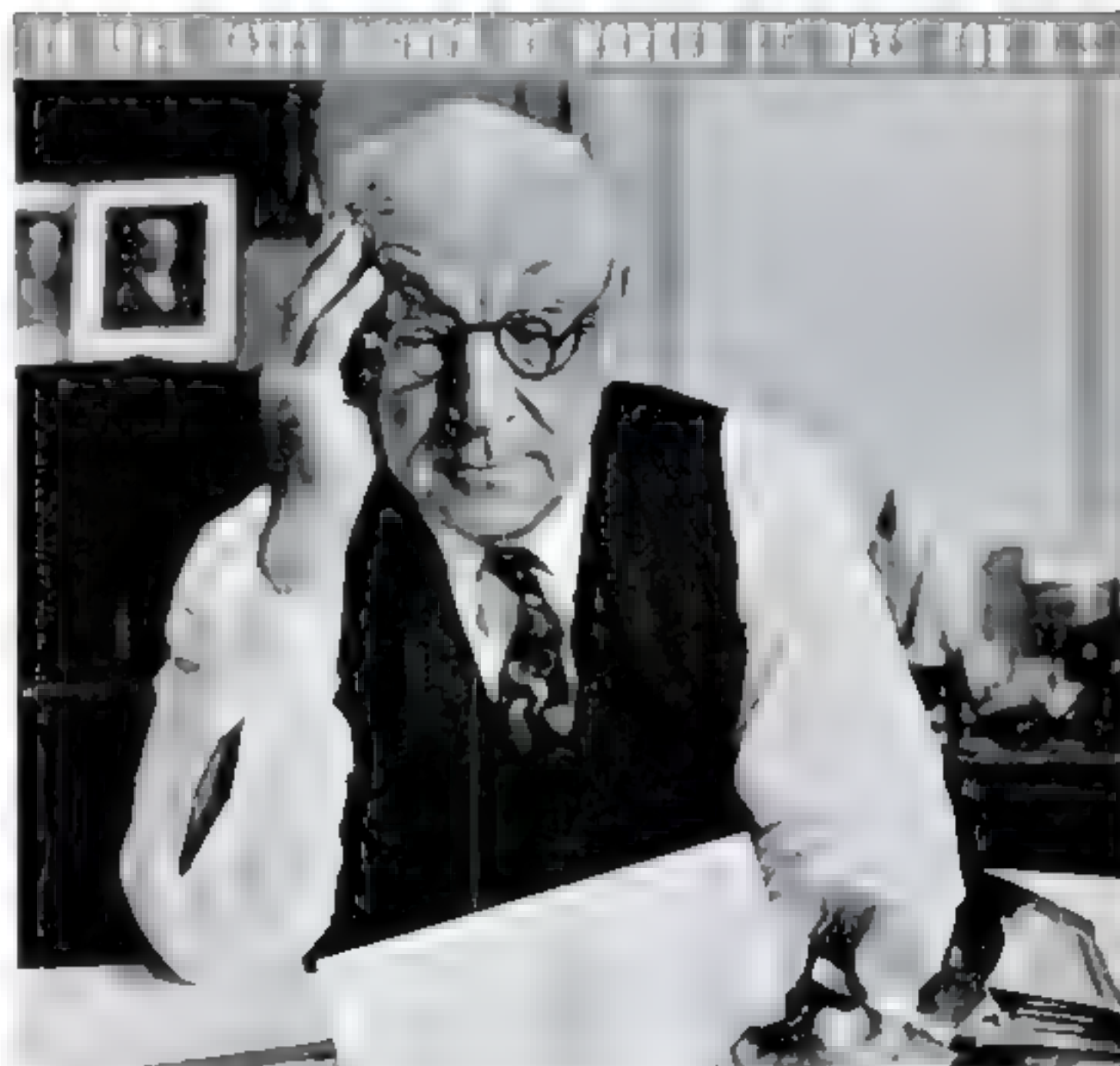
Tonight, pick for your pleasure the pride of the Colony—a dessert wine with the Private Stock label. Or, with your meal, a fine Private Stock dinner wine. There's a choice for the choosy!

**CML**... stands for Gold Medal Label—another group of grand Italian Swiss Colony Wines. Try these dinner wines—and dessert wines. You'll like them!





**A GRIM LACEY** wrestled belligerently with 1937 federal tax form, finally figured he owed \$2,000 tax on \$27,000 income after deductions for loss from sale of securities.



**A RESIGNED LACEY** wearily computed 1945 tax, found he owed U.S. \$18,800 on 1945 income of approximately \$40,000 after contributions and other deductions.

## MR. LACEY'S TAXES

THEY HAVE ZOOMED TO NINE TIMES WHAT THEY WERE BACK IN 1937

The gentleman holding his head in the two pictures above is Mark J. Lacey, president of the Peck, Stow & Wilcox Co. of Southington, Conn., a \$3,000,000 tool and machine company. Nine years ago Mr. Lacey was the subject of a picture story in *LIFE* (Jan. 17, 1938) on the tax problems of a typical American manufacturer. The 1937 federal budget was \$7,801,000,000. Mr. Lacey's share of this was \$2,000, which he paid in taxes on his personal income of \$27,000. In the following years both the Lacey business and income expanded. Neither, however, has been able to keep pace with taxes. This year the federal budget is

\$41,539,000,000, and Lacey's income tax is \$18,800, nine times its 1937 size. After deducting this from his 1945 income of \$40,000 he had \$3,800 less left over than in 1937.

Like Steelworker Andy Lopata (see p. 142), Mr. Lacey is very much aware of the high living costs. Only the fact that he and his wife lead a quiet personal life saves them from having to alter their comfortable but by no means extravagant standard of living. Meanwhile taxes are due to come down. But so will Lacey's income. Rising material and labor costs, he says, have made it impossible for his company to earn today what it once did.

### HERE IS WHERE MR. LACEY'S \$18,800 GOES

NATIONAL DEFENSE	\$6,800	FEDERAL INCREASE SINCE BUDGET MADE	\$7,000
VETERANS' PENSIONS & BENEFITS	\$2,000	INDEPENDENT OFFICES	\$6,000
INTEREST ON PUBLIC DEBT	\$2,111	DEPARTMENT OF COMMERCE	\$7,000
INTERNATIONAL FINANCE	\$1,000	FEDERAL SECURITY AGENCY	\$6,000
REVENUE	\$6,000	GOVERNMENT CORPORATIONS	\$1,000
AID TO AGRICULTURE	\$6,000	DEPARTMENT OF STATE	\$6,000
SOCIAL SECURITY, UNEMPLOYMENT & RETIREMENT	\$6,000	DEPARTMENT OF LABOR	\$6,000
DEPARTMENT OF AGRICULTURE	\$6,000	DEPARTMENT OF JUSTICE	\$6,000
GENERAL PUBLIC WORKS	\$6,000	FEDERAL BUREAU OF INVESTIGATION	\$6,000
TREASURY DEPARTMENT	\$6,000	WAR DEPARTMENT, CIVIL FUNCTIONS	\$6,000
POST OFFICE DEPARTMENT	\$6,000	JUDICIARY	\$6,000
BOARDS	\$6,000	DEPARTMENT OF COMMERCE	\$6,000
DEPARTMENT OF AGRICULTURE	\$6,000	EXECUTIVE OFFICE OF THE PRESIDENT	\$6,000

**BREAKDOWN** of federal expenditures for year 1946-47 shows how Mr. Lacey's tax would be spent today.



**BUSINESS IN 1937**, when Lacey's tool company had relatively limited distribution, showed a net profit of \$137,000 and paid \$80,000 in dividends to its 1,100 stockholders.



**SAME COMPANY TODAY** is more than twice its 1937 size but lost \$344,000 due to strikes before "carry back" on war contracts. Dividends were only \$20,000.



# THEY CALLED HIM "SKINNY JIMMY" ...but you should see him now!



OUR JIMMY JUST WOULDN'T DRINK ENOUGH MILK UNTIL ...

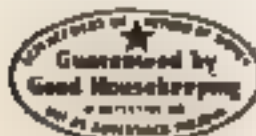


WE DISCOVERED DELICIOUS, EXTRA CHOCOLATY COCOA MARSH



HE LOVES MILK THIS WAY—AND MY! HOW HE'S FILLING OUT!

WANT your young folks to drink their vital quart of milk a day—and ask for more? Just stir in a tablespoonful of Cocoa Marsh, the deliciously different chocolaty syrup. Everybody loves its extra chocolaty flavor and Cocoa Marsh supplies a precious bonus of Sunshine Vitamin D and Iron! Try it as a grand, glamorizing topping for desserts, too! Get Cocoa Marsh at any food store.



## COCOA MARSH

DELICIOUS CHOCOLATE-FLAVORED SYRUP

A TAYLOR-REED QUALITY FOOD

WHERE ARE THEY NOW? CONTINUED

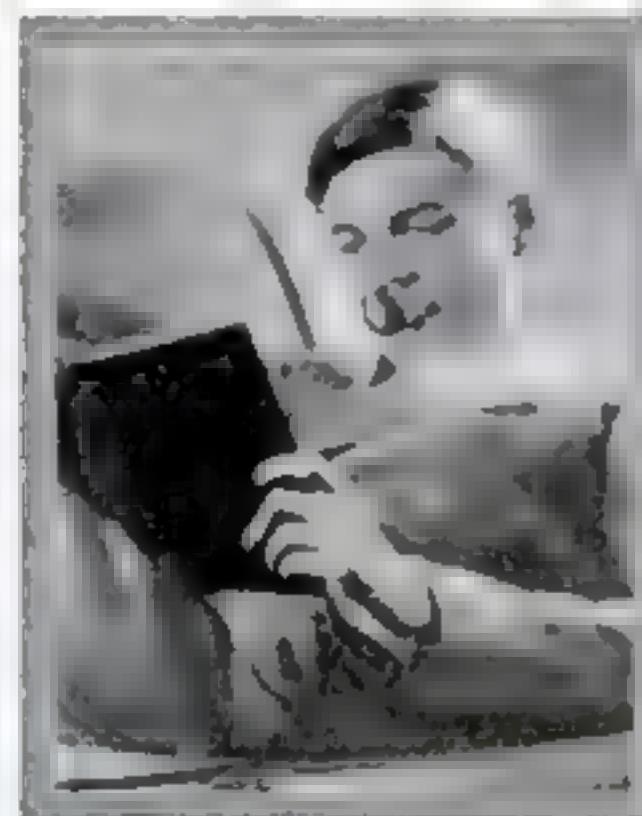
# COLLEGE LEADERS

THESE WERE OUTSTANDING ON 1937 CAMPUSES

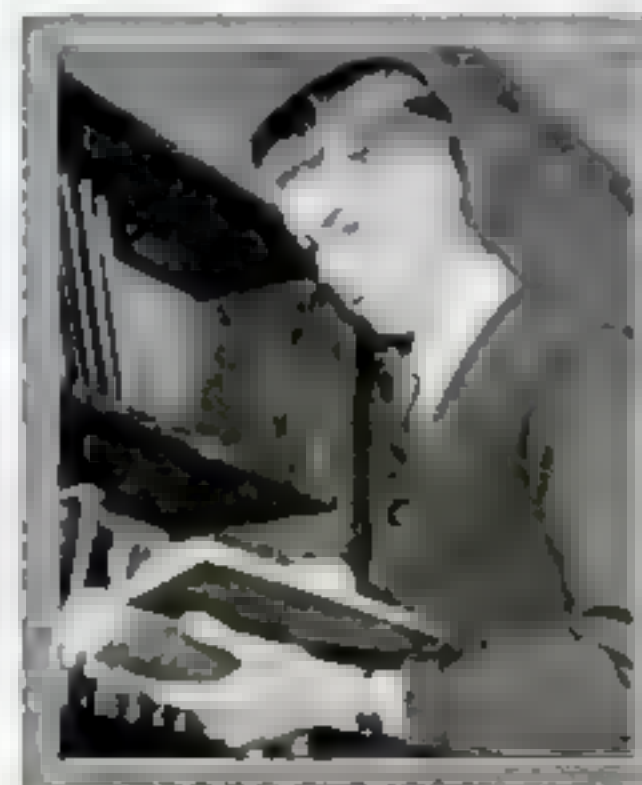
In a special issue on college education in the U.S. in June 1937, LIFE printed pictures of 18 college students who were then prominent on their respective campuses. Nine were men, nine were women. In the ensuing nine years the basic elements of their lives have been amazingly alike. None has become really rich or really famous or, conversely, had a really tough time. All nine women got married promptly. Seven of them have already produced a total of 13 children. Only one has been divorced, but she has been divorced twice. In contrast only five of the men have married, producing seven children. All but two of them saw service in the war. None was wounded. Here LIFE takes another look at seven of the students. Their pictures as they appeared in the 1937 issue are printed alongside pictures of the onetime students today.



PENNSYLVANIA'S Patricia Murray in 1937 (above, left) was a leader in college dramatics, was offered a movie contract. Instead she went to New York to act in several radio serials, finally drifted into television, where she now (above, right) writes scripts for a Chicago station. Married, she has no children.



YALE'S Richard Tennant was a Phi Beta Kappa man and won all sorts of prizes for debating and literary composition, did postgraduate work at Yale and Cambridge. After a job in Washington as an economist he served as a navigator in the Air Forces. He is now back at Yale as an economics instructor.



DOANE'S Howard Bourne was voted the student most likely to succeed by his senior classmates. Scholarly Bourne received an M.A. degree in labor economics from Chicago, taught aviation cadets during the war. Today, still surrounded by books, he is working on a Ph.D. thesis in economics at Chicago.





**WELLESLEY'S** Dorothy Sands was the most dated member of the senior class in 1937. She majored in geology, a "gut" course in almost every college, but has not looked at a rock since. She married Willard Cates, an insurance broker, has two children, Willard Jr., 4, and Margaret, 1, lives in Yonkers, N.Y.



**ELMIRA'S** Mary Fellows was the studious, serious president of the senior class. She majored in chemistry, planned to be a lab technician but instead married her roommate's brother, John Becker, an insurance broker. They now have two children, John, 7, and Mary Jeanne, 5, live in Waterloo, N.Y.



**STANFORD'S** Lenore Albertson was most popular girl in her college. Her husband, now Dr. Jackson Norwood, was then a medical student at Stanford. They married shortly after her graduation, live in Pasadena. Their children are Stephen, 4, and Jaclyn, 2, whose name is a combination of parents' first names.

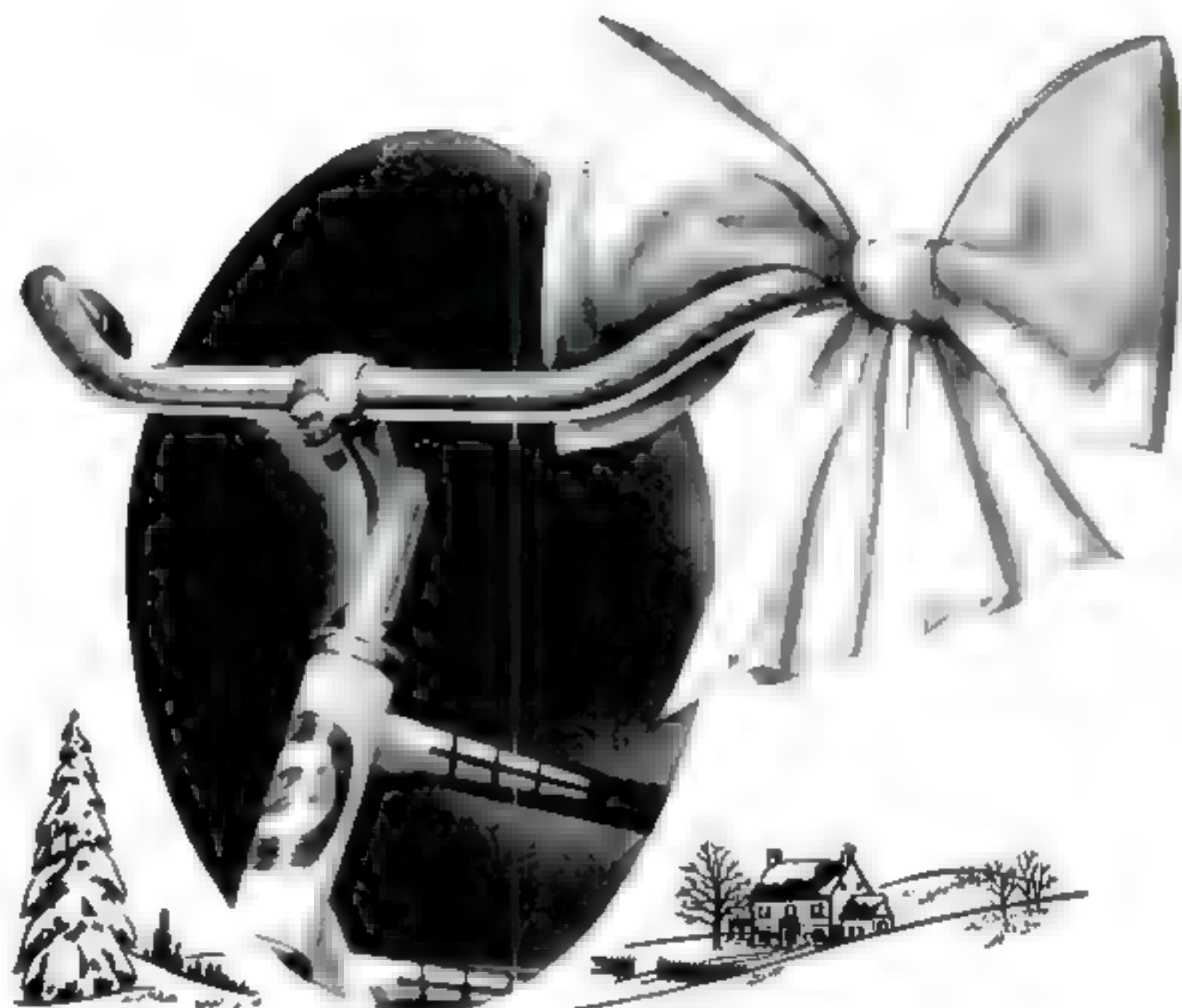



**SOUTHERN CALIFORNIA'S** Lucy Ann MacLean was vice-president of the student body, and the most popular girl on campus. She planned to be a social worker if she did not marry. But she did, to Dick Webster, a Hollywood agent. Their two daughters are Nan, 6, and Judy, 3. They live in Beverly Hills.

CONTINUED ON NEXT PAGE

# AND AGAIN... IT'S A *Columbia* CHRISTMAS!

GIVE THEM THE THRILL OF A LIFETIME  
WITH A COLUMBIA-BUILT BICYCLE



For those "extra special" Christmas presents . . . brand new juvenile models for the youngsters  latest de-luxe balloon-tire models for teen-agers  light-weight "Sport Tourists" for grown-ups.  All have up-to-the-minute, exclusive COLUMBIA features  all look and operate like true members of America's first bicycle family.

For bicycles . . . your COLUMBIA-BUILT Dealer is a good man to know; see him—or write to The Westfield Manufacturing Company, Westfield, Mass.



Pin a COLUMBIA-BUILT Bicycle on the Christmas Tree . . . in the form of a handsome Gift Certificate. Then the receiver can enjoy an extra post-Christmas thrill by picking out the model he or she wants most. Certificates available at COLUMBIA-BUILT bicycle dealers and department stores.

SINCE 1877 . . . AMERICA'S FIRST BICYCLE





## Why REIS *Scandals* are first choice of so many busy, modern-minded men



**ACTIVE MEN** like the trim fit, the freedom of movement Scandals afford.



**BUSY MEN** know that Scandals' mild support helps conserve energy, prevent fatigue.

Ask any man who wears Scandals why he prefers them. He'll tell you that they are new, modern — especially suited to busy, active men of all ages. And, *only* Reis Scandals give you all these desirable features: Patented dart-stitched pouch for mild support without binding. All-around elastic waistband. Concealed, no-gap fly. Full seat coverage, no seams to sit on. For comfort get Scandals today. At better stores everywhere.

**MATCHING SHIRT (A)** is especially shaped at bottom (B) to follow leg-line of Scandals. "HI-WAIST" construction of Scandals (C) gives better fit. Elastic waistband. Full cut seat (D) for full coverage. No seams to sit on.



THEY'RE BUILT TO FIT THE MODERN MAN



ROBERT REIS & COMPANY, 2 PARK AVENUE, NEW YORK 16, N. Y.

# LIFE



PRIVATE TEED

MARCH 16, 1942 10 CENTS  
YEARLY SUBSCRIPTION \$4.50

PVT. CHARLES TEED LOOKED LIKE THIS BEFORE GOING OVERSEAS IN 1942

## U.S. ARMY PRIVATE

### PVT. CHARLES TEED FOUGHT AND WAS WOUNDED

In 1942 LIFE ran an article on Infantryman Charles Teed, noting that American success in war would depend ultimately on whether Teed and his fellow soldiers fought or ran during the crisis of battle. Teed fought. He fought in Africa, Sicily and in Normandy, where he was severely wounded by enemy mortar fire during the battle of St. Lo. After 16 months in Army hospitals he is now back home in Illinois.



**TEED'S WIFE**, his best girl at the time of LIFE's story, ties his tie, which he cannot yet do. Shot in arm, chest and hip, he was not expected to pull through.





THE SPEARS KISSED GOODBY IN NEW YORK'S PENN STATION IN 1943

# U.S. ARMY OFFICER

## LIEUT. JOHN HANCOCK SPEAR CAME BACK SAFELY

The heartbreaking farewell shown on LIFE's cover in 1943 was that of Lieut. John Hancock Spear to his young wife. He had met her at the time of his induction in Florida, married her after graduation from officers' school, later went overseas. He fought in Europe as a field artillery officer. His wife had one baby before he left, another while he was stationed in France. Last August she presented him with twins.



THE SPEAR FAMILY consists of Esther Ann, 3, twins Sarah and Sandra, 3 months, and John Jr., 2. John is in Oklahoma starting a razor-sales agency.

CONTINUED ON NEXT PAGE

# NEW PICTURE STORY BOOKS FOR YOUR CHILDREN!



12 TITLES—SIZE 7½ x 10¼—ONLY 50¢ PER COPY

**NOW! PICTURE STORIES THAT SHOW ANIMALS AS THEY REALLY LIVE!**  
True-to-life action pictures that fascinate children of all ages. Pictures that inform, that tell an interesting, authentic story of animal friends at home in field, forest and farm.

**GRAY SQUIRREL TAKES A SNOOZE ON A TREE BRANCH . . . RACCOON WASHES** his food in a stream . . . snapping turtle seizes an unwary crawfish . . . black bear twins scuff each other in play. Hundreds of shots like these present the wonders of animal life in a vivid, dramatic form.

**THIRTY-NINE PAGES OF LARGE-SIZE ACTION PHOTOGRAPHS ILLUSTRATE** each of the twelve books in the new *True Nature Series*. Not one was posed . . . all were taken from Encyclopaedia Britannica's films on nature life . . . the same motion pictures that school children everywhere find so captivating. Some scenes were *two years* in the making.

**BRIEF, LIVELY CAPTIONS WEAVE AN ENTERTAINING NARRATIVE.** THEMES have been checked by foremost naturalists. Type is large, clear, easy-to-read, even for the youngest readers. Full-color covers have special appeal to young folks. Priced at only 50¢ each. One or more of these *True Nature* books make ideal Christmas gifts. Look for them at your favorite seller of books.

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# Powers Models

famous for their glossy-bright hair—  
use this amazing hard-water shampoo



Naidie—beautiful Powers Model, whose soft silky hair sets men's hearts aflutter—"glamour-bathes" her hair twice weekly with Kreml Shampoo

Especially developed to bring out *all* the hair's natural sparkling beauty and rich lustre

Many Powers Models make up to \$25,000 a year. BEAUTY is their business. And Powers Models were among the first to discover the truly remarkably beautifying qualities of Kreml Shampoo.

**Marvelous for Shampooing Hair even in hardest water**

Kreml Shampoo has been especially developed not only to thoroughly cleanse hair and scalp of dirt, grease and dandruff flakes—but it actually brings out *ALL* the hair's natural shining highlights and leaves it sparkling with silken-sheen beauty that lasts for days.

**Never dries the hair**

Kreml Shampoo never leaves any excess dulling soapy residue. It positively contains no harsh caustics or chemicals to dry the hair. Instead—it has a beneficial oil base which helps keep hair from becoming dry or brittle.

Notice how much softer, silkier your hair is even after the *first* shampoo—how it glows with glorious natural highlights you never dreamed your hair had. At all drug, department and 10¢ stores.

The largest-selling shampoo with a beneficial oil base

## KREML SHAMPOO

A product of H. B. Smiley, Inc.

FOR SILKEN-SHEEN HAIR—EASY TO ARRANGE  
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONE

*How to fix the attractive hair-do above*



First wash hair with Kreml Shampoo to bring out all its natural glossy lustre. Set hair in pin curls as indicated.



Take down pin curls. Roll hair over finger in separate puffs. Notice how Kreml Shampoo leaves hair more pliable—so ready to fall in place.



Finish rolling hair in puffs at ends. Secure with bobby pins or hair pins. Kreml Shampoo is unsurpassed for every type, color and texture of hair.

WHERE ARE THEY NOW? CONTINUED



KENNETH JONES BANGED AWAY AT HIS DRUMS IN LIFE, JUNE 8, 1936

## SWING FAN HAS SOBERED

### KENNETH JONES STUDIES FOR THE MINISTRY

Kenneth Jones first appeared in LIFE as a typical white-collar boy. He loved swing music and had saved \$110 to buy a set of drums (above). Kenneth went into radio and in 1941 played straight man to Garry Moore, then a sidewalk interviewer. While a lieutenant in the Army, he decided to become a minister. While studying at American University in Washington, he now gets practical training in a Washington church.



ASSISTANT PASTOR in Washington's Metropolitan Memorial Church, Kenneth has changed his loud sports jacket for a flowing black minister's robe.

CONTINUED ON PAGE 152





OUR WISH ON YOUR WISHBONE...

HAPPY THANKSGIVING=

JANE AND BILL.

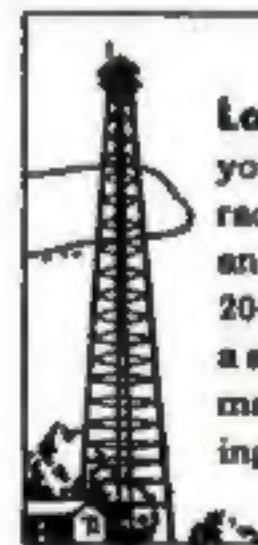
*Don't forget your friends and family on this happy day.  
Remember them in a specially thoughtful way.*

**SEND A TELEGRAM . . .** it always arrives in time and it's one of the nicest ways you can say: "Have a happy day today." For birthdays, too, for weddings, anniversaries, any occasion, a telegram is always appreciated.

You can write your own or use any of the suggested Thanksgiving greetings in a handy leaflet waiting for you at any Western Union office. Attractive, colorful blanks for Thanksgiving telegrams will make their first postwar appearance.

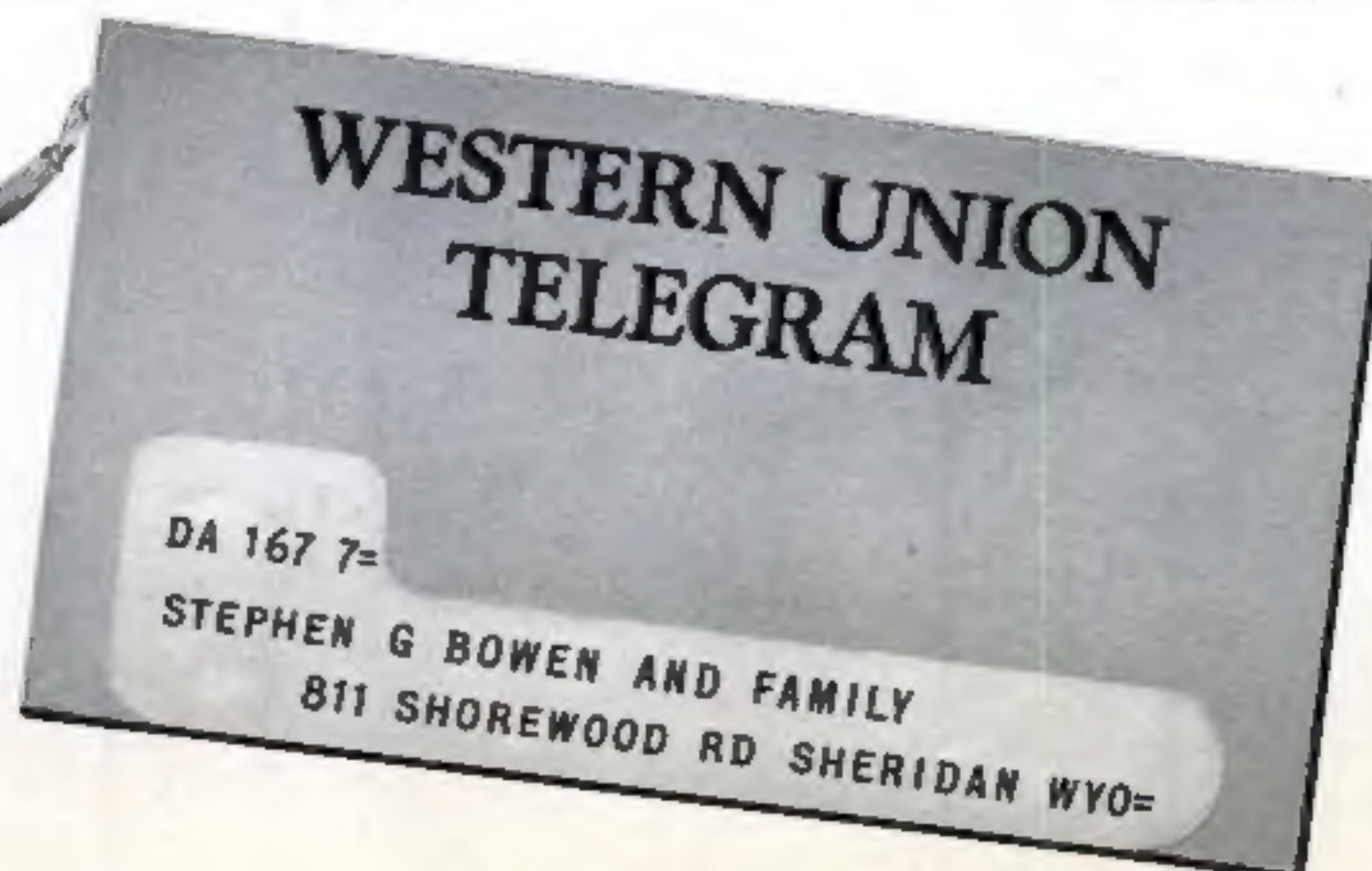
In business, too, a telegram is something "special." Businessmen have always known it says: "I'm important, open me first."

Telegrams cost so little and are so easy to send. Just drop into the nearest Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone . . . booth calls can be paid for through the regular coin slots. Use Western Union for every "keep-in-touch" purpose.



**Look what's coming!** To speed your telegrams even faster, new radio towers are replacing poles and wires, can send and receive 2048 telegrams simultaneously on a single Radio Beam! Another dramatic milestone in the never-ending advance of telegraph service.

**"Isn't there someone who would like to hear from you today?"**





**Petti** \*  
MAGIC WORD IN JUNIOR SPORTSWEAR  
\* Reg. Applied For




*Petti* ...does "White Magic" with her angelic blouses in snowy CHAMIKIN...a Bates washable rayon fabric.  
Junior Sizes 9-15  
Top about \$8  
Lower about \$6

**Bates**  
FABRIC

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WRITE PETTI, MILWAUKEE 7, WIS., FOR NAME OF STORE IN YOUR COMMUNITY

WHERE ARE THEY NOW? CONTINUED



HOPE CHANDLER WAS A MARVELOUSLY PRETTY SHOWGIRL ON LIFE'S COVER

## BEAUTY MARRIED WELL

### PRETTIEST GIRL IN PARADISE WEDS A HEARST



HER HUSBAND

When Hope Chandler appeared on *LIFE*'s cover she was 16 years old and the prettiest girl in the Paradise, a gaudy New York nightclub. Every night after the show her father took her home to Brooklyn on the subway, except when she had a date with her beau, David W. Hearst, youngest son of the famed William Randolph. After *LIFE*'s story appeared, Hope and David were married. Today they live near Los Angeles with their two children.



**HOPE IS NOW** Mrs. David Whitmire Hearst. A pretty housewife instead of a pretty showgirl, she lives near Los Angeles with her husband and children





## First Course

Unusual place for a Manhattan? Of course. But then, a Manhattan becomes as "special" as the festive bird itself—when it's made with *Three Feathers*. Smoother, lighter, richer than ever—it's the *finest-tasting Three Feathers in 64 Thanksgivings!*

# THREE FEATHERS

*Reserve*

First Among Fine Whiskies



Blended Whiskey 86 proof 70% neutral spirits distilled from grain or potatoes. Three Feathers Distributors, Inc., New York

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He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.



*According to a recent Nationwide survey:*

# MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

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T for Throat . . .

that's your  
proving ground  
for any cigarette.  
See if Camels  
don't suit your  
"T-Zone" to a "T."



R. J. Reynolds  
Tobacco Company,  
Winston-Salem, N. C.

# CAMELS

*Costlier Tobaccos*